"STAYIN' ALIVE" * "NEWHART" * DON MARTIN * SPY VS. SPY

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No. 245
March
1984

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NUMBER 245 MARCH 1984

MAD

"Man is the only animal that blushes... or has reason to!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
GLORIA ORLANDO, CELIA MORELLI, VIV GOLD, *subscriptions*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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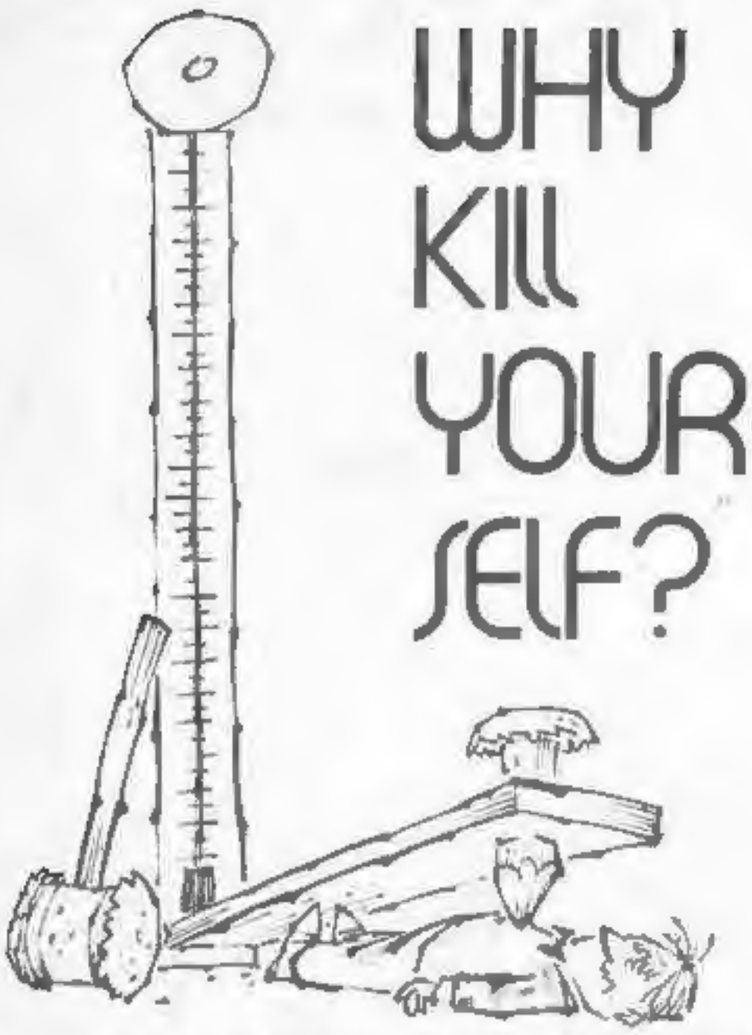

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LETTERS DEPT.

"STUPORMAN ZZZ"

Your satire of "Superman III" sent me soaring into slumber. Thanks, MAD, I needed the extra sleep.

Sam Pratt
West Stockbridge, MA

I've always enjoyed your magazine's humor. I'm as sick-minded as you. I always wanted to be a part of your team. I've had a chance having appeared in Superman I, II and III, playing the character "Jimmy Olsen." It was truly rewarding seeing a little attention paid to "J.O." It's about time! See you in "Supergirl!"

Marc McClure
The QE II

RETURN OF MAD ESP

Once again, everything has transpired as you have foreseen. Take a look at your "Star Wars Log" in MAD #230, page 38. You had "Return Of The Jedi" down pat before it was in the can.

"We learn more about Luke's ancestry" in this film... "Luke returns from a space voyage to the planet" where he lived as a boy... after having been "snatched" for his own protection... "he discovers the true identity of his father"... and he rescues "Chewbacca from midget aliens."

You even have an illustration of Luke swinging on a vine, just like in Jedi. But seriously, don't you think you ought to give Lucas back his "top secret master plan"? He obviously needs it.

Irene Stubbs
Jamaica Estates, NY

A LOT OF GUM-PTION

I recently asked my father, who is a dentist, if he could fix Alfred's tooth problem. He said that he would be glad to pull the rest for free.

James Burnett
Cedar Hill, TX

TRICK NO TREAT

The MAD answer to the same old question that comes up every Halloween—Will the candy supply hold out until the little fiends stop descending upon our house?!?

Tim Isaacson
Oak Park, IL

YET ANOTHER ALFRED LOOK-ALIKE

We're seventh grade pupils in Kempton Park, South Africa. In our class we are very fortunate to have MAD's Alfred E. Neuman in person. (Or shall we say, very near to it.) His name is Jurie Kasselman, the cleverest and maddest pupil in the school!

Std. 5 v.H.
Republic of South Africa

Africa E. Neuman

TELLING IT LIKE IT IS

I can't believe you missed this one while putting together your "Amending The Rule Book To Cover Sportscasters":

EXCESSIVE INTERJECTION OF IRRELEVANT FELICITATIONS
Rule 23, Paragraph 24

Announcers are hereby prohibited from announcing birthdays, anniversaries, or other personal messages pertaining to people known to less than .05% of the viewing audience. Penalty shall be to personally deliver cakes and/or flowers to ALL individuals mentioned on the air.

SUB-CLAUSE I:

Additional sanctions may be imposed if more than 92% of those named belong to a single ethnic group.

Karen Woytowich
Staten Island, NY

Holy Cow! How could we forget that one!?! —Ed.

BIBLE BELTS

I was very disappointed in your article "The Book Of MAD" when you stated that there was very little humor in Biblical times. Wake up and smell the manna! God has a great sense of humor. He created us, didn't he?

Lorrainne Y. Roddey
Ben Lomond, CA

You're absolutely right! After all, wasn't it Lot who first said, "Take my wife, please!"?—Ed.

The Waste Of A Good Pumpkin

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10.

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2. MAIL SUBSCRIPTIONS	62,809	57,473
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11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

DEAD LETTER DEPT.

Your October issue of MAD had several articles about Postal employees which made them look like idiots. As a Postal employee for twenty-eight years I have tried to do the job I was hired to do. Yes, we make mistakes. So do you. But you are not held up in the limelight like Postal employees are. I notice you use our services. If they are so bad, why don't you get someone else to deliver for you?

Dee Heilmann
Vidor, TX

The above letter is an excellent example of "junk mail"!—Ed.

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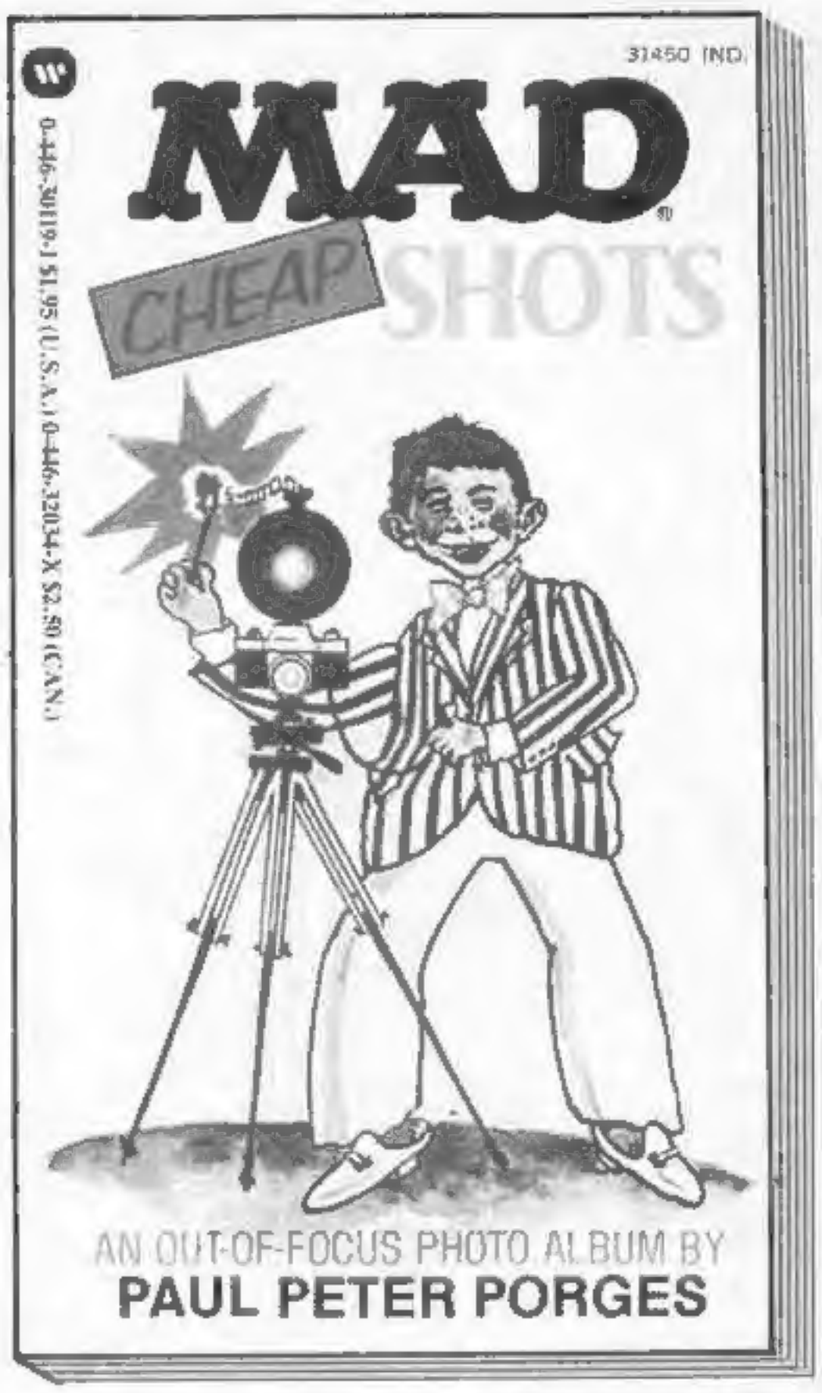

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LOW TRAVOLTAGE DEPT.

It took six long years to make the sequel to "Saturday Night Fever." Obviously, they had some difficulty bringing this sequel to the screen. Well, the difficulty doesn't stop there! When you see this movie, you're gonna have even more difficulty, just ...

I guess you bought a ticket expecting to see some **talented young actors** do some **great dancing,** and to hear some **exciting new music?!**

You bet!!

That was your **mistake!** You **should've** bought a ticket to **"FLASH-DANCE"!**

Yeah, but in **THIS** film, the **Star** does his **OWN DANCING!!**

That was **HIS mistake!**

I understand **Sly Stallone's brother, Frank,** wrote most of the **music!**

Yeah! He was **chosen** from **dozens** of **applicants!!**

Gee! No kidding?! I didn't know Sylvester Stallone had **THAT many brothers!**

What's it like?

It's like **"Rocky"** ... only the **pants** are **tighter!!**

When you think that **Sylvester Stallone** had the **SEQUEL STORY** to the smash hit, **"Saturday Night Fever"** ... plus it's **ORIGINAL STAR** to work with ... you **realize** that he made an **AMAZING FILM!**

What's so **amazing?!** With **all that,** he just **couldn't miss!!**

But he **DID! That's** what's so **amazing!!**

STAYING AWAKE

DIRECTOR

ACTOR

ROCKY

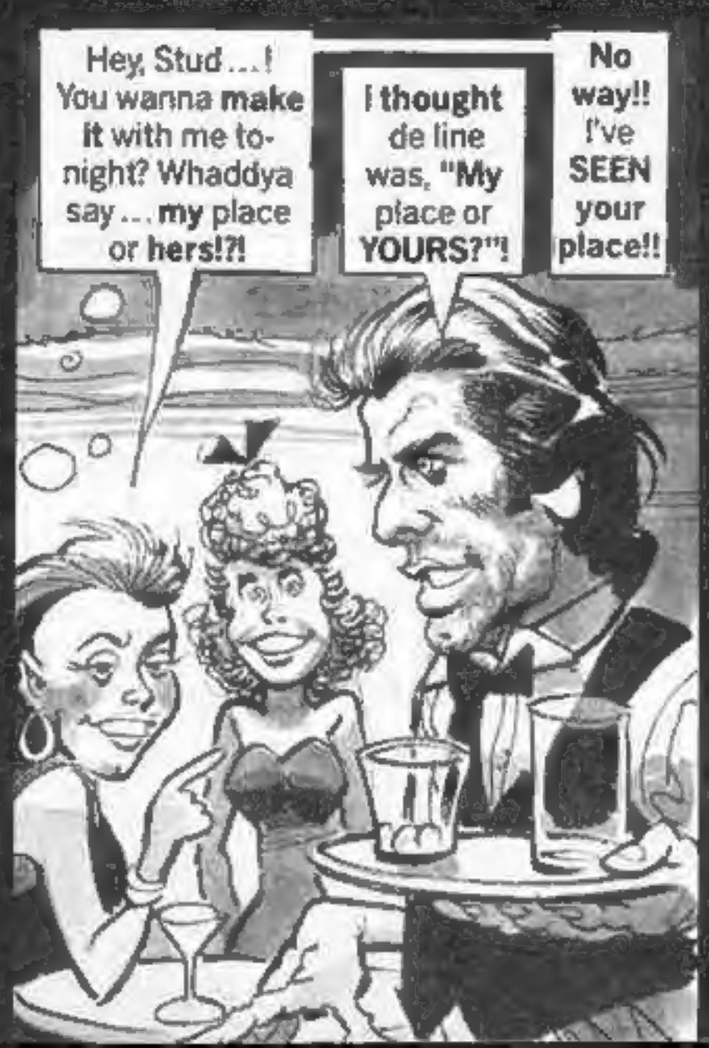
STARTING OVER AGAIN

Well? How did your audition go...? What did they tell you...?
Dey tol' me I got de talent t' do de job!
So, why the long face? What's wrong with that?
Dey were talkin' about a job in a supermarket!

Look...I'm a dancer! I KNOW I'm graceful!!
Silly boy! My friend Sheldon is more graceful!
Yeah? Who's he...?
An exterminator who stamps out roaches while wearing ski boots!
EXIT

ARTIST: JACK DAVIS WRITER: STAN HART

Any messages?
Your agent phoned! He said you shouldn't call him!
...and dat he'd call me?
No! Just that you shouldn't call HIM... EVER AGAIN!
I get anything else?
Probably HERPES... from living here!


Hey, Stud...! You wanna make it with me tonight? Whaddya say... my place or hers!?!
I thought de line was, "My place or YOURS?"!
No way!! I've SEEN your place!!

Listen, Jerkie! I may not be a successful dancer, but when it comes to SEX, I'm an animal! Someday, I'll show you!!
Don't you remember?! You showed me... last night!!
Was dat you?
You really ARE an animal! Too bad it's a Donkey!

I could be a **lead dancer!**

Sorry...!!

I could be a **supporting dancer!**

Forget it...!!

I could be a **walk-on dancer!**

A walk-on dancer?!?

Okay, a **dance-on** dancer!!

Take a walk! Or in **your** case... take a **dance!!**

I'm **really surprised** dat I **can't** get **work!**

What'd you **expect?** This is the **first time** you've **looked** for a **theater job** in the **six years** since you **left Brooklyn...!!**

Ain't dis **poetic?!** Dancin' in **slow motion?!**

That's **one** thing we **don't** need! If this picture gets any **slower,** they could show it on a **slide projector!**

Wow! I ain't seen nuttin' like **dat** since de **"Roto-Rooter Man"** cleaned out our **SEWER LINE!!**

Hey, I **dig** your **style!** Y'know what I **mean...?**

I'm a **dancer** in de **chorus!** Listen... how would you like t' make **mad, passionate love** wid a **REAL MAN?**

Hey, **hold it!** I'm **not** like de **other boys** in dis show!

Just **who ARE you??**

I **guess** I'd **like** it, **almost** as much as **YOU would!!**

I **know!! THEY** can **DANCE!!**

KEEP OUT

Do me a favor and **get lost,** you illiterate oaf!!

Youse'll be **sorry!!** Youse'll **see...!**

Hey... **whaddya know!?** Not only do I **talk to myself** in dis movie, but my **Brooklyn accent** is **SO THICK,** even I can't understand me!!

SLAM

Hey... have you figured out what this picture is **all about...??**

I **think** so...! It's about showing **crotch shots** of the **Star** to all the **teeny boppers!**

You can **leave** now, Tony! I want to go to **sleep!**

There's **nothing** to **talk** about!!

THAT's the **"NOTHING"** I was **referring** to!!

Hey... I **don' wanna** leave right now! I wanna sit aroun' an' **talk**... okay?

We could talk about de way I **made love** t' ya!

COFF!!

Hello?!? Listen, I got a **JOB!!** A job in de **CHORUS LINE** of a **BROADWAY SHOW!!**

That's **very nice!** I'm so **glad!** *Uh*— by the way... **who IS this?**

You **kiddin' me?!** It's **Tony Manuro,** your **SON**... f'r Pete's sake!!

Oh, **YOU!!**

Hey... if ya **didn't know** who dis **WAS,** why was you so **HAPPY?!?**

Because it's so nice to hear that **ANYONE** is working these days under **Reaganomics!**

ROOMS 23¢

Hey, **listen,** Jerkie... I **don'** like de way dat goofball **looks** at ya all de time!

You've got no right to talk! Don't **you** look at that **English girl** like that all the time!?

Not **always!**

Oh?!? When **don't** you?!?

When we're **MAKIN' LOVE!! Den**... we **turn out de lights!**

Come to **think** of it, a **Donkey** is a **LOT SMARTER!**

Look, Tony, **stop hanging around!** It's **ALL OVER** between us!

But... **what happened??**

Get wise!! I USED YOU! In this world, **everyone** uses **everyone else!**

Now, if you'll **pardon us,** my date and I have some **heavy love-making** to do!

Well,... if **everyone** uses **everyone else, I'M** gonna use **YOU!**

...And **what** exactly does **THAT** mean??

I'm **comin' up** to **watch!!**

Now the **name** of this musical is **"Satan's Valley"!** It's a **journey** through **Hell!!**

Especially for the **audience!!**

Okay, Manuro! Let's see what you can **do**...!

Seeing all these **close-ups** of his **face** while he's **dancing** is a **bore!!**

It **could** be a **lot worse!!** They could be **close-ups** of his **FEET!!**

I'm invited t dis **fancy party**... an' I got **nuthin'** t' **wear** except my **old white suit!** What do you think...?

That it **still FITS you** is nothing short of a **miracle!**

Why's **dat**...?

Cause **everyone knows** you put on at least **ten pounds of muscle** since you wore it six years ago! It was **in** all the **magazines!!**

Hey, Lorry! Whaddya think of my **suit?**

I think it's **just fine,** Tony—

—if you happen to be in a **Life Insurance Commercial!**

Come with us...

You mean I won't be able to see the **end** of this **fantastic movie?!**

That's **right**...! You see?! **Death** isn't **ALL bad!**

We're **THROUGH** being **lovers!!** You've double-crossed me for the **last time!** You **deserve** that bitch, Lorry!!

NO WAY!! Not only do you **SLEEP** with her... but you **wore your WHITE SUIT** for her? **That's TOO MUCH!!**

The **only** white suit **I've** ever seen you in is your **underwear!** And **you're** such a **slob, that** turned **gray months ago!** I'm not going to be a **second choice** in your life, Tony Manuro!!

Aw, Jerkie... gi'me a **break!!**

Aw, c'mon...!

How about a **third** choice?

I'll **think** about it!!

Here, Mom! Jus' t' show you I'm **not** a **rotten kid** any more, I bought you a **$25 ticket** to our **show's Opening Night!!**

I thought a ticket to a Broadway Musical costs **$50** these days!

Well, **yeah!** But for **$25,** you're allowed into de **lobby**... and a guy in "Standing Room" **yells out** what's **going on!**

KOOKIES

Le'me **ask** you somethin'! Whatever happened to my construction worker **Fadder,** my ex-priest **older Brudder,** my **little Sister** and my **old Grandmudder** who were **so important** in de **original** picture...?

Gee, I **don't know!** But I **DID** notice that it's been a **little quiet** around here for the past six years! Hey, **maybe** they all ran off and became **dancers!!**

Impossible! Dey **couldn't dance!**

That didn't stop **YOU!!**

You got **some nerve!!** You want me to **rehearse** with you so you can get the **lead part** dancing with that bitch, **Lorry!!**

You **gotta do dis** for me! If you **DO,** it'll prove you're a **REAL TROOPER!**

It'll **prove** I'm a **real SCHMUCK!**

Ya know, we dance **real great** togedder, Jerkie!

We'd dance even **better** if we had **music!**

Nahhh! Music throws off my **rhythm!**

Listen, Jackie, how's about us **gettin' back togedder?**

You'll just make me **miserable** again!

No, I won't I've **really changed!**

You'd have to change an **awful lot** to convince **me...!**

Is **DIS** enough of a change for you?!

Hmm! So **what's a nice Jewish boy like you** doing in a **chorus line** ... instead of being in something like **Dentistry**... or **Accounting?!**

I **hate** her ... and I just **cannot dance** with anyone for whom I do not feel an **emotional attachment!**

So **what's** the **answer?**

It's simple...!

..I'll dance with **HIM!!**

Hey Ie' **ME** dance wid her!

Dere's **ONE** thing ya **forgot!**

Dis movie is **written** and **directed** by de guy who did **"Rocky"!** If a **washed-up PUG** can become **Champ,** why can't **I** be a **Star?!**

You?! A rank amateur! Someone who's **never** even been in a **Broadway Show?** That's the most **idiotic thing** I've **ever heard!** It would be a **one-in-a million shot! Impossible!!**

What's that??

I **can't argue** with **that!! Especially** since I'd **love** to be in the **next sequel!**

Sometimes I think this picture is getting to be **too much** like the "Rocky" movies!!

Why do you say **that?**

See for **yourself...!**

Watch your **hands,** fool !!

The way they **cut** and **edited** his **dance** makes me **nauseous!**

If you saw the **whole** dance **before** it was cut, you'd **REALLY know** what nausea is!!

Okay, Manuro... you **got** the **job!** We **open** tomorrow night ..so **break a leg!**

Why'dya say **that?!?**

It's an **old Show Business expression** meaning, **Good Luck"!**

True...! But in **HIS** case, I meant it **literally! It might** improve his **dancing!!**

I haven't seen **grace** and **movement** like that since **Nitchke!!**

Was he a **Russian ballet dancer??**

No a **Green Bay Linebacker!**

Look!! The **audience** is **on its feet!!**

Yeah!! **Headed** for the **exits!!**

This was your **big night,** Tony! You **did it all yourself!**

Right! And **dat's** just de way I'm gonna **enjoy** it...!

All by myself!!

A **BIG STAR** like **me** can't afford to be **seen** wid **a nobody** like **Jackie!!**

I'm gonna **STRUT down Broadway...** to de tune of **"STAYIN' ALIVE"!**

Hey, guys!! **Play** dat tune a **lot faster!**

I gotta **RUN, not strut** down Broadway! Or **else,** I'm gonna get **KILLED!**

And **DIS** is de street I **busted my chops** for **six years to conquer?!?** De **HELL wid it!!**

GIRLIE SHOW

PEEP SHOW

SEX SHOW

DON MARTIN DEPT. PART I

ONE LUCKY MORNING ON FRIDAY THE 13TH

GENERATION SLAP DEPARTMENT

There hasn't been much talk lately about the "Generation Gap"...but it definitely still exists. It's just that it's grown so wide that kids and their parents can no longer communicate about anything, including the "Generation Gap." MAD thinks this

WHAT PARENTS THINK...

ARTIST: PAUL COKER

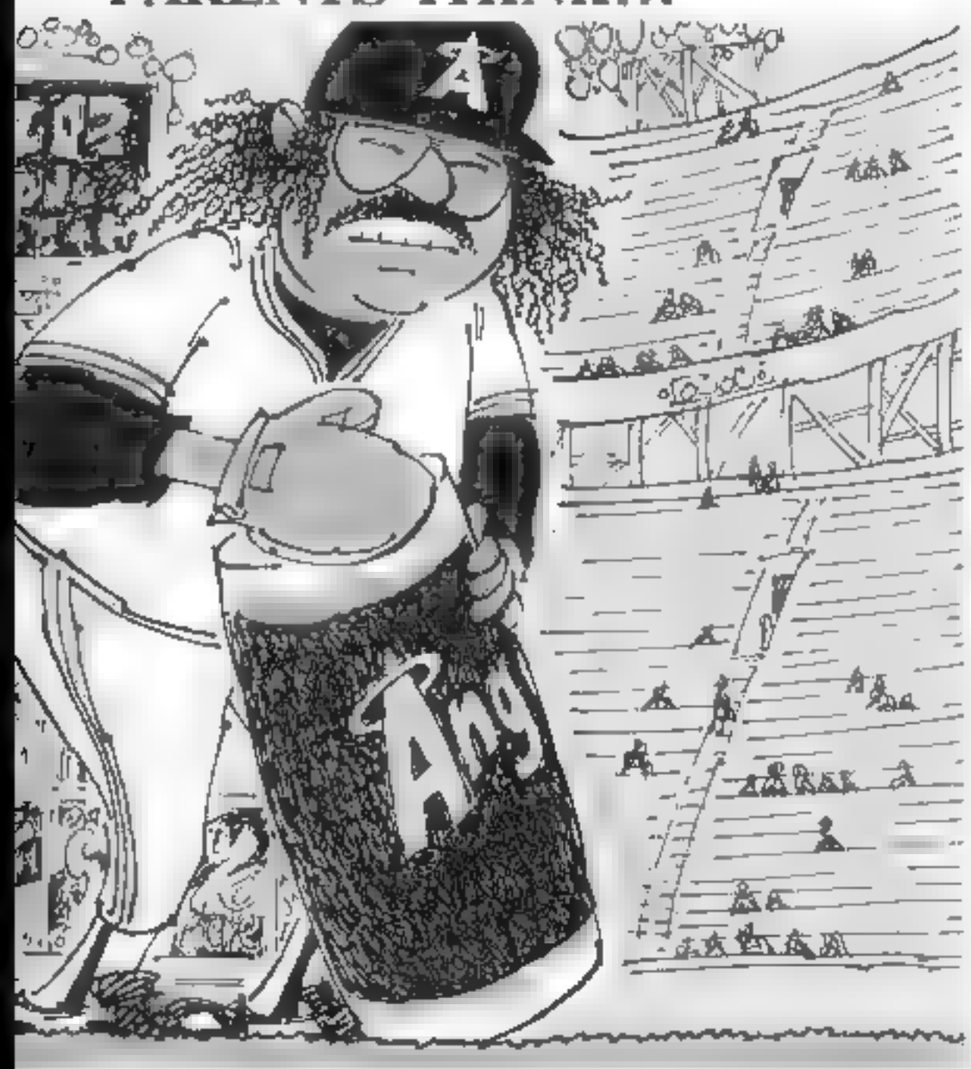
PARENTS THINK...

...that a $400 bicycle that shifts into 15 different gears is a waste of money, but a $4000 home computer that remembers your grocery list is a wise investment.

PARENTS THINK...

...that the driver's license age should be raised to 25, and the work permit age should be lowered to 10, thereby giving a kid 15 years to earn his own money to buy a car.

PARENTS THINK...



...that Reggae is a famous ex-Yankee outfielder who plays for the California Angels.

PARENTS THINK...

...that a kid who desperately needs transportation for a big date can make do with Mom's Ford station wagon just as well as with Dad's 280ZX...

is sad, because each generation has wisdom that it could share with the other if one only knew what the other was talking about. MAD also thinks it may be possible to break down this wall of conflicting attitudes and confusing terms by examining:

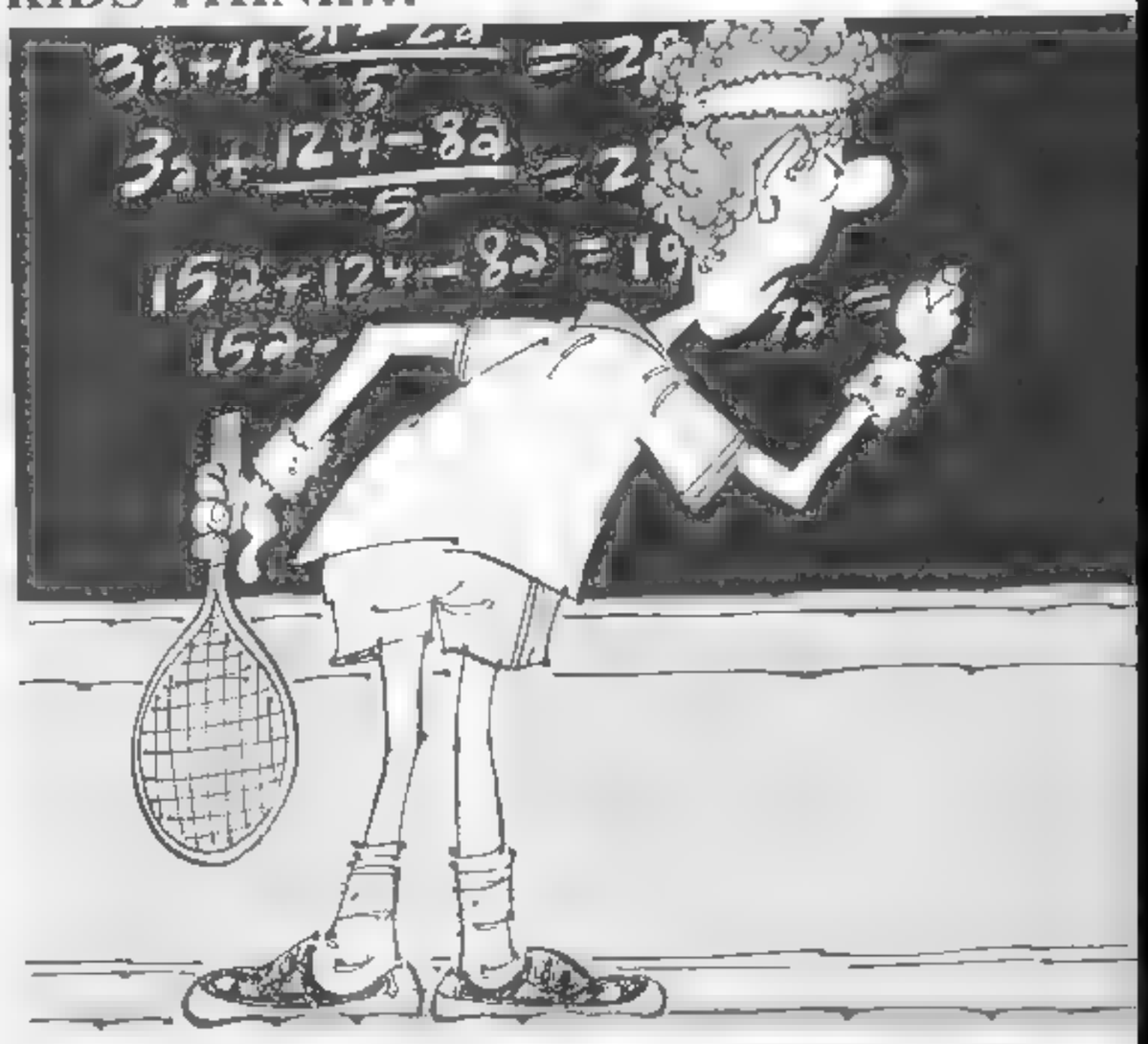
AND...WHAT KIDS THINK

WRITER: TOM KOCH

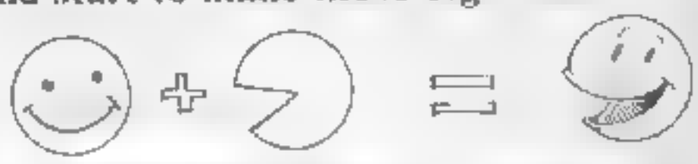
KIDS THINK...

...that merely reading the textbook is not adequate homework for Sex Education, and that doing independent extra study is necessary to understand and appreciate the course.

KIDS THINK...



...that you shouldn't have to pass Freshman Algebra because you obviously won't ever need it once you join the Pro Tennis tour and start to make those big bucks.



KIDS THINK...

...that just because you have energy to swing a tennis racket doesn't mean you're in shape to push a lawn mower.

KIDS THINK...

...that it's okay to attend church wearing a sweat shirt decorated with a beer advertisement or a snappy quotation.

PARENTS THINK...

...that Fleetwood Mac is either a Cadillac shaped like a burger, or a burger shaped like a Cadillac.

KIDS THINK...

...that a phone call can easily last over an hour, even if you're talking to someone you just spent the whole day with.

PARENTS THINK...

...that punk rock is a hard substance you burn on the front porch on summer evenings to keep mosquitoes away.

KIDS THINK...

...that choosing a good college to attend means picking your favorite school among the Top Twenty in the AP Football Poll.

PARENTS THINK...

...that the only people you can trust are uniformed policemen, ordained clergymen, and TV's Phil Donahue.

KIDS THINK...

...that the only people they can trust are tattooed bikers, full-time surfers and rock musicians who dye their hair green.

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the third in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

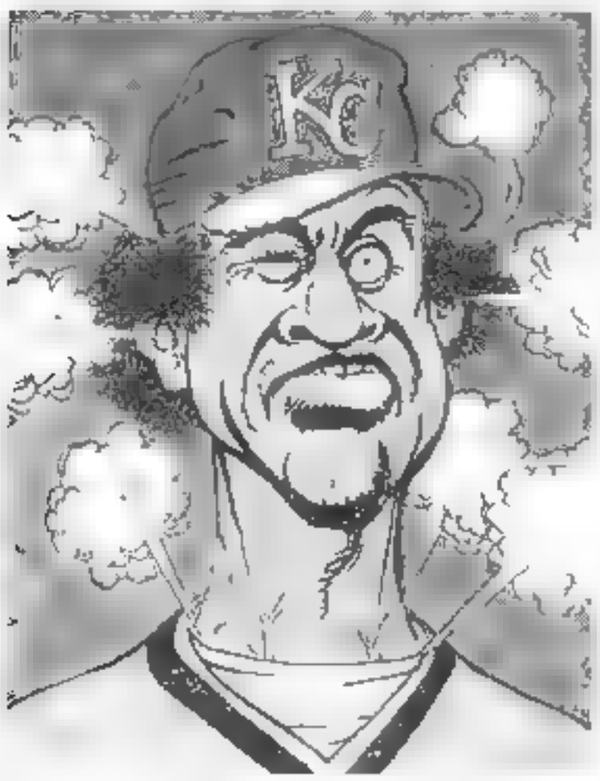
MAD'S APTITUDE TEST NUMBER THREE

WILL YOU MAKE A GOOD ATHLETE?

1. Fill in the blank in this sentence: As a pro athlete, you should never become so successful that you forget the _____ who made it all possible.
   A. agent
   B. tax accountant
   C. investment advisor
   D. All of the above.

2. As a pro, you are swell-headed, alienate your teammates and are the center of controversy. What does this kind of behavior get you?
   A. More newspaper coverage than you ever dreamed of.
   B. An automatic interview on nationwide TV by Howard Cosell.
   C. Praise from the team owner, who knows that controversy improves the gate.
   D. All of the above.

3.



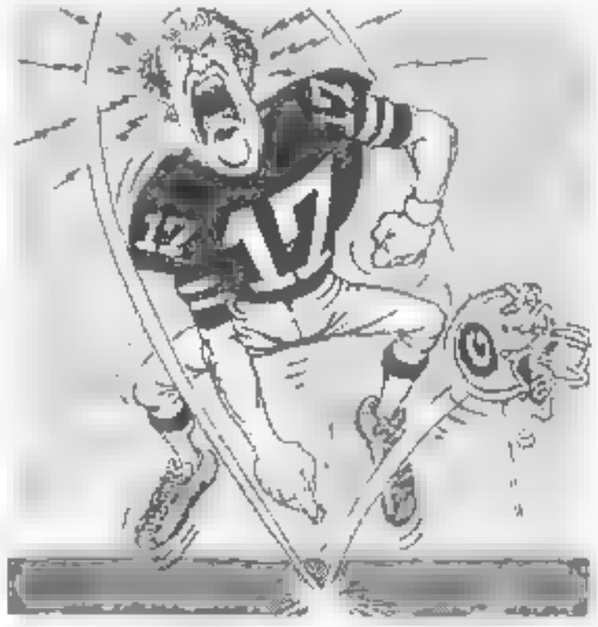
You can tell by the expression on this baseball player's face that:
   A. He's just been turned down for a Miller Beer commercial.
   B. He's just been traded to the Blue Jays.
   C. His wife just learned how he spends his nights on the road.
   D. Any of the above.

4. To quote a famous coach, "Winning isn't everything, it's _____"
   A. the extra $20,000 you get for post-season play.
   B. how you renegotiate your contract
   C. your name on a candy bar.
   D. All of the above.

5. At contract time, the relationship between a pro athlete and his club's front office can be compared to:
   A. Israel and the Arabs.
   B. Luke Skywalker and the Empire.
   C. Boss Hogg and the Duke Boys.
   D. Any of the above.

6. The expression "playing hurt" means:
   A. It's a big game and the exposure you'll get will more than compensate for the pain.
   B. You healed weeks ago, but you're still faking your injury so the coach will praise you in the press for having guts.
   C. The team doctor has you on so many pain-killers and uppers that you're oblivious to your pain, your injuries, everything.
   D. Any of the above.

7



This tight end is screaming that the referee made a bad call. Why?
   A. He wants to prove to his agent that he *can* act well enough to get a movie role.
   B. He's on nationwide TV.
   C. The stock he invested in just plummeted and he's got to scream at someone
   D. Any of the above.

8.

To quote another famous coach, "It isn't that you won or lost, but _____"
   A. how many times your photo gets in Sports Illustrated.
   B. what you pull down as a free agent
   C. how you do with your tax shelters.
   D. All of the above.

9. You're a baseball player and you end the season hitting over .300. This means that:
   A. Whatever you're making, you're underpaid.
   B. Whatever raise the owner offers, it's not enough.
   C. Whatever you settle on, the publicity will be tremendous.
   D. All of the above.

10. There is a special quality among pro athletes called "hustle." What does "hustle" mean to you?
   A. Pushing for annual cost-of-living increases in your contract.
   B. Making friends with a rich fan who's a Wall Street insider and can give you tips.
   C. Getting out to the stadium early so you can be picked for a pre-game TV interview.
   D. All of the above.

SCORING

If you answered "D" to all the questions, you have the ability to make a good Pro Athlete.

VINTAGE WINES

and we'd like a nice bottle of **Bordeaux!** Can you suggest a **good year?**
1978 was a marvelous... **absolutely stupendous** year!
Really...?! I've heard that 1978 **wasn't that good!**
Are you **kidding?!**
That was the year I got my **DIVORCE!!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

ANNOYING PETS

WINNING A BET

YAHOO!! The Rams won and I won a ten dollar bet from you!!
Don't rub it in!
Here it is, you lucky guy!
This is the first time I've ever won any money from you! I'm gonna frame this ten dollar bill and hang it in my bedroom!!
You mean you're not gonna SPEND it?!?
Nope!!
In that case, let me write you a CHECK!!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

DINNER GUESTS

Since we have Bruce's little friend as a dinner guest... perhaps she'd like to say the "prayer" before we eat...?!
Gee, I'd like to
... but I—I don't know any prayers!!
You don't?!
Doesn't ANYONE say a PRAYER before your family eats?!?
No, we don't have to!
My Mom is a GREAT COOK!!

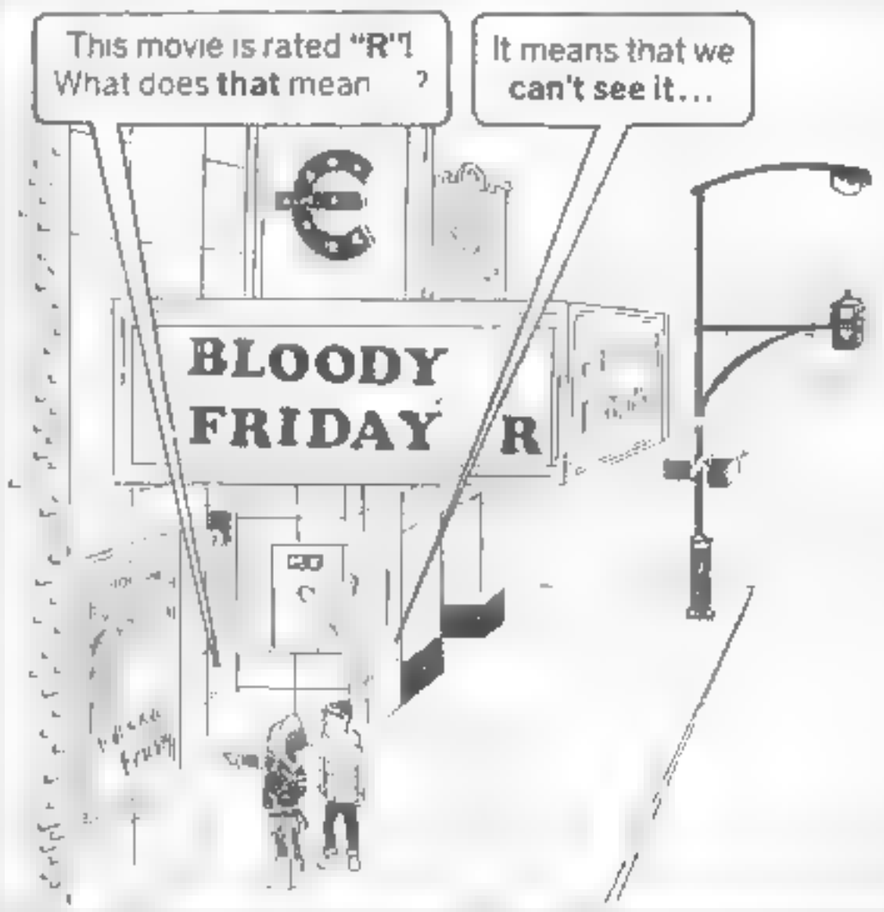
NEWS BROADCASTS

Nancy, set the table!
I can't right now! I have to listen to the Six O'clock News!
I don't hear any radio . or see any TV set on!! What's this baloney about listening to the Six O'clock News...?!
That's what I'm doing, Mom!!
Alice and David are spitsville.. Joyce and Arnold are going steady ... and Kathy is on the pill ...!!

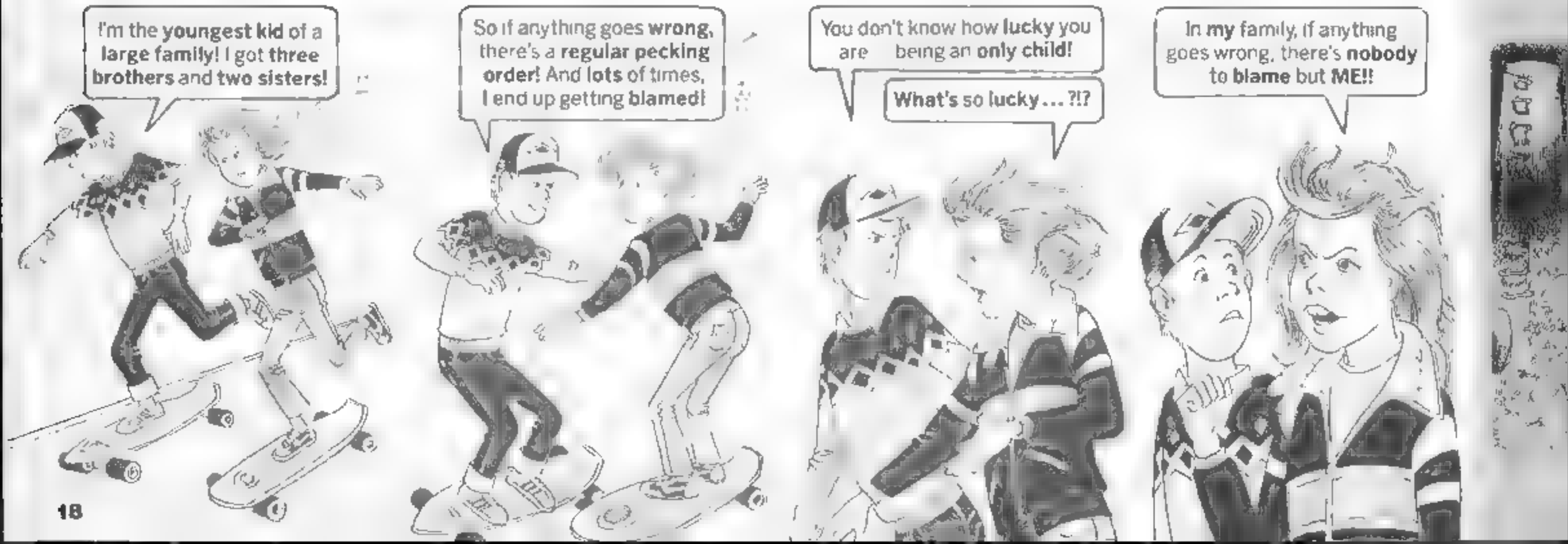
BEING SUCCESSFUL

When it comes to being a successful person, do you believe in luck...?
You bet I do!
How ELSE can you explain how all those dumb friends of mine made it so big?!?

SEEING A MOVIE



BEING AN ONLY CHILD


I'm the youngest kid of a large family! I got three brothers and two sisters!
So if anything goes wrong, there's a regular pecking order! And lots of times, I end up getting blamed!
You don't know how lucky you are being an only child!
What's so lucky...?!?
In my family, if anything goes wrong, there's nobody to blame but ME!!

PROBLEM EATERS

Eat your vegetables!
No!! I hate vegetables!!
Don't talk back! Just eat them!!
Give me one good reason!
So you'll be big and strong when you grow up!
Why do I have to be big and strong when I grow up?!?
So you can force YOUR kids to eat THEIR vegetables!!

JOB INTERVIEWS

CREATING A MESS

Well, what do you know ?!? Unexpected company!! Come in!
I'm sorry but you'll have to excuse the MESS!
The house is SPOTLESS!! What MESS are you talking about?
The one sitting over there!

GOING TO A PSYCHIATRIST

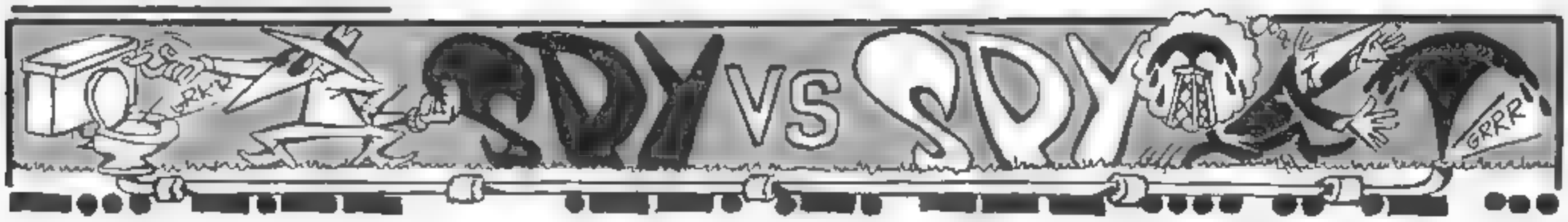
I used to be very indecisive! I couldn't make a decision or give an opinion on anything!
So I went to see a Shrink for nearly two years! It cost me a small fortune!!
And did this Psychiatrist help you with your problem?
I'm not really sure...!!

LEARNING TO TELL TIME

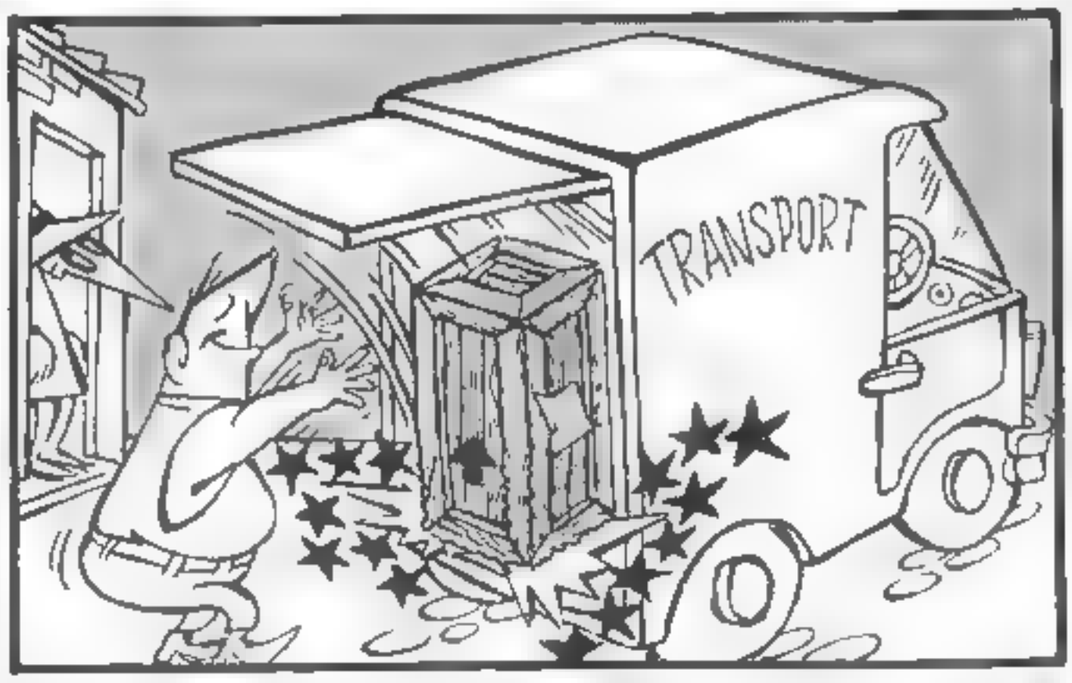
Can you tell time?
Sure!!
What time is it now...?
It's five o'clock!!
Something is very wrong! I've been asking that question of different kids all day long...
and everybody gives me a different answer!!

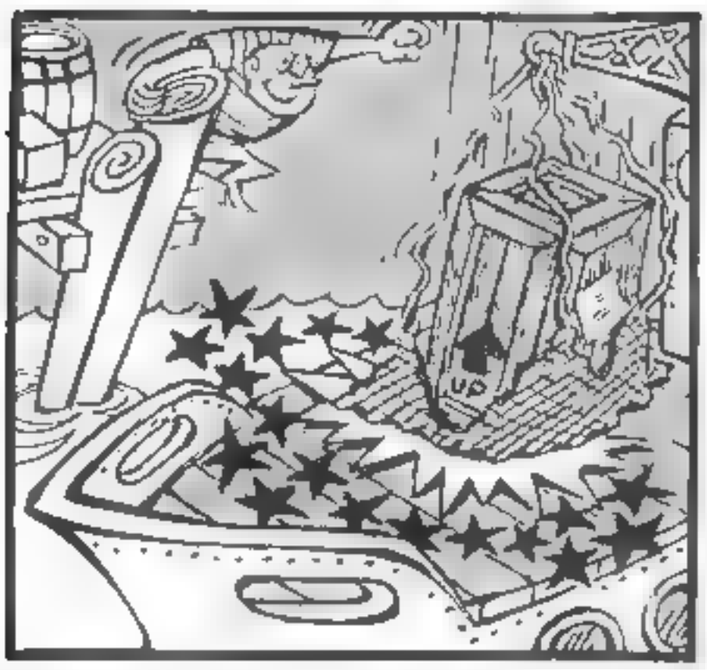
ARRIVING AT A COMPROMISE

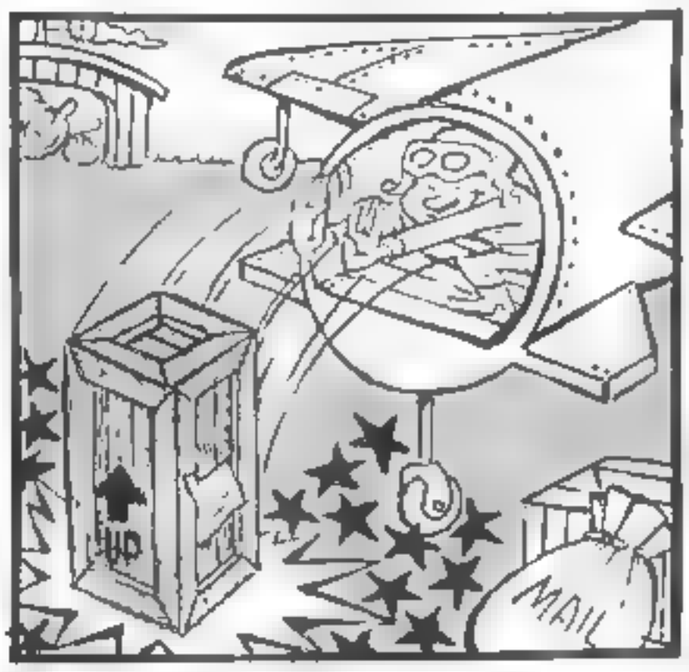
Ronald, my car isn't working right! Be a dear and fix it...!
Aww, gee... I was just about to lie down...!
Good! We can kill two birds with one stone!!
David Berg

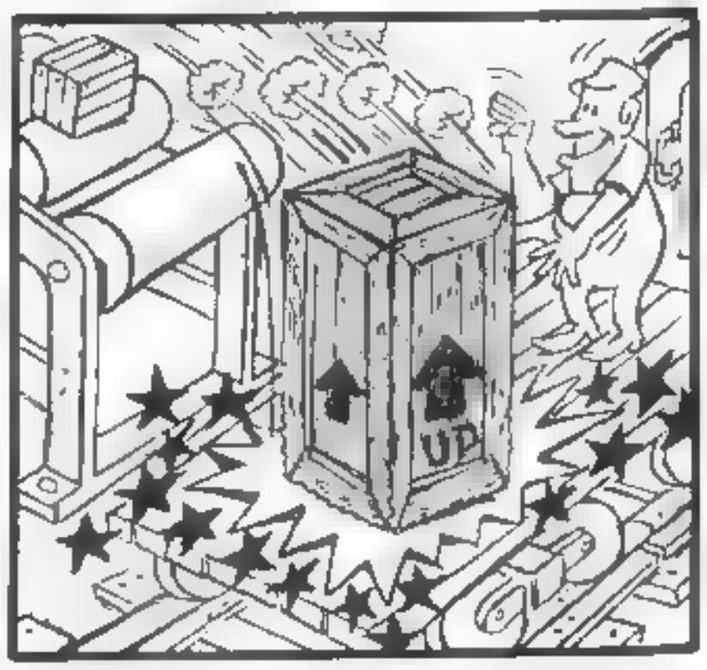

SPY VS SPY
GRRR

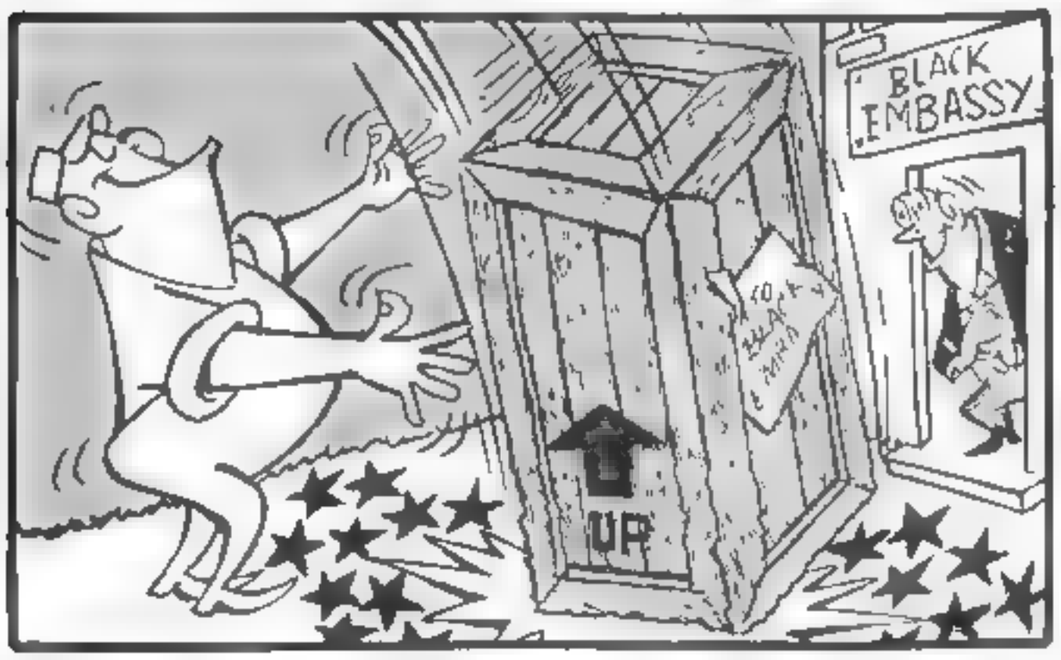
TO BLACK EMBASSY
UP


TRANSPORT

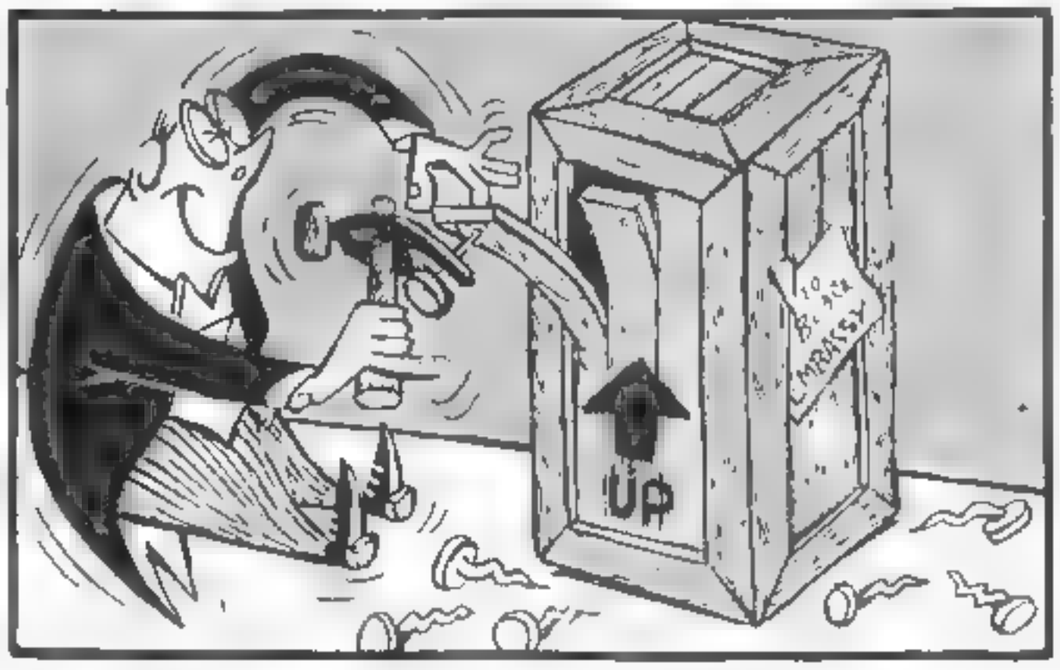

UP


UP
MAIL


UP


BLACK EMBASSY
TO BLACK EMBASSY
UP

TO BLACK EMBASSY
UP


UP

SHOOT THE QUIRKS DEPT.

WHAT IS A

ARTIST SERGIO ARAGONES

BETWEEN THE TIME you initially conquer your fear of roller skates and the time you ultimately surrender to your fear of roller coasters, you are certain to run head-on into a whole series of psychological barriers known as Hang-Ups. "Hang-Up" is a fairly new popular term that describes a very old unpopular feeling in the pit of the stomach. It has quickly become part of our language because it is much easier to say someone has a Hang-Up than it is to say he's a lily-livered, yellow-bellied, chicken-hearted, gutless mass of quivering human jelly.

HANG-UPS ARE most frequently induced by unhappy childhood experiences. This is why people who survived the Titanic disaster at an early age often have a Hang-Up about the icebergs that form in their swimming pools. And people born in Minnesota in February often have a Hang-Up about doctors with cold hands. And people who grew up being tormented by the scary threats of older brothers and sisters often have a Hang-Up about being kidnaped by Gypsies, or being bitten by vampires, or being thrown into a closet full of spiders, or being put up for adoption by their parents.

A PERSON WITH A HANG-UP is easy to spot in any crowd. He's the one who always wears a surgical mask on dates to drive-in movies so he won't be exposed to mononucleosis. He's the one who always faints at the poultry store because he can't stand the sight of raw chicken giblets. He's the one who always holds a transistor radio to his ear so he won't hear the question you're asking because he's sure he'd give you a stupid answer. And he's the one who always crosses intersections on the "DON'T WALK" light because he has a Hang-Up about authority figures who try to tell him what to do.

IN ALL CASES, those sad, sorrowful, stricken souls cursed with Hang-Ups can be counted on to behave in their own unique way. Who else would settle for a lifetime career of addressing envelopes at home, rather than run the risk of someday having to use a strange bathroom? Who else would always break into such a cold sweat during final exams that the perspiration invariably drips down and smears his crib notes? And who else would use his influence to wangle a 20-year prison sentence just so won't have to spend any more scary nights at home alone?

STRANGELY ENOUGH, it is always those with great big Hang-Ups of their own who are the first to call attention to your little tiny Hang-Ups. If you feel driven to cut the bread crust off

HANG-UP?

WRITER: TOM KOCH

your sandwich, you can bet that it will be noticed by your weird aunt who eats nothing but boiled figs and yeast tablets. If you can't muster courage to phone the Prom Queen for a date, it's a cinch that the only one to laugh will be your cousin who has stayed in his room with the drapes closed since 1962. And if you're afraid to fly across the country in an airplane, you can expect to have your Hang-Up fully analyzed by the only person you know who's afraid to ride to the second floor in an elevator.

STILL, IT WOULD BE WRONG to dismiss even the most frazzled Hang-Up Sufferer as just another Neurotic Bomb looking for a place to fizzle out. Beneath his loose outer wrapping of twitches and shakes, he often harbors many fine qualities. He is Warm Comradeship refusing to shake hands, Jovial Hospitality crouching behind a double-locked door, Adventurous Courage tooling around on a mini-bike with training wheels, Mature Judgment phoning his psychiatrist for advice, and Tomorrow's Leader trying to stride boldly into the future despite his Hang-Up about stepping on cracks in the sidewalk.

THOUGH HANG-UPS are a lifetime affliction for many, they can often be conquered if one follows the inspiring examples of recovery that are all around us. Who would not be lifted by the thought that Joey Bishop overcame a neurotic fear of boring people stiff? Who could fail to take hope from Howard Cosell's triumph over the absurd feeling that he might be an obnoxious blabbermouth? And who would not be heartened by the revelation that Richard Nixon surged forward despite a silly concern that people didn't love him enough? If those victims could straighten out their tangled lives, then there is hope for all.

PERHAPS THE BEST WAY of all to conquer Hang-Ups is to start looking on the bright side of the things you fear most. You'll soon realize that even if you're on a ship that sinks, it may go down in a spot where the sharks are all vegetarians. Or even if you're trapped in the debris when an underground garage caves in, maybe the parking attendant will turn out to be an off-duty priest who can give you the last rites. Or even if the very worst happens, and the meanest bully on the beach laughs at your physique, and then kicks sand in your face, and then walks off with your girl, you can still triumph by calling out the familiar taunt that is guaranteed to shatter his masculinity:

"WHATSA MATTER, PAL? YOU GOT SOME KINDA HANG-UP?"

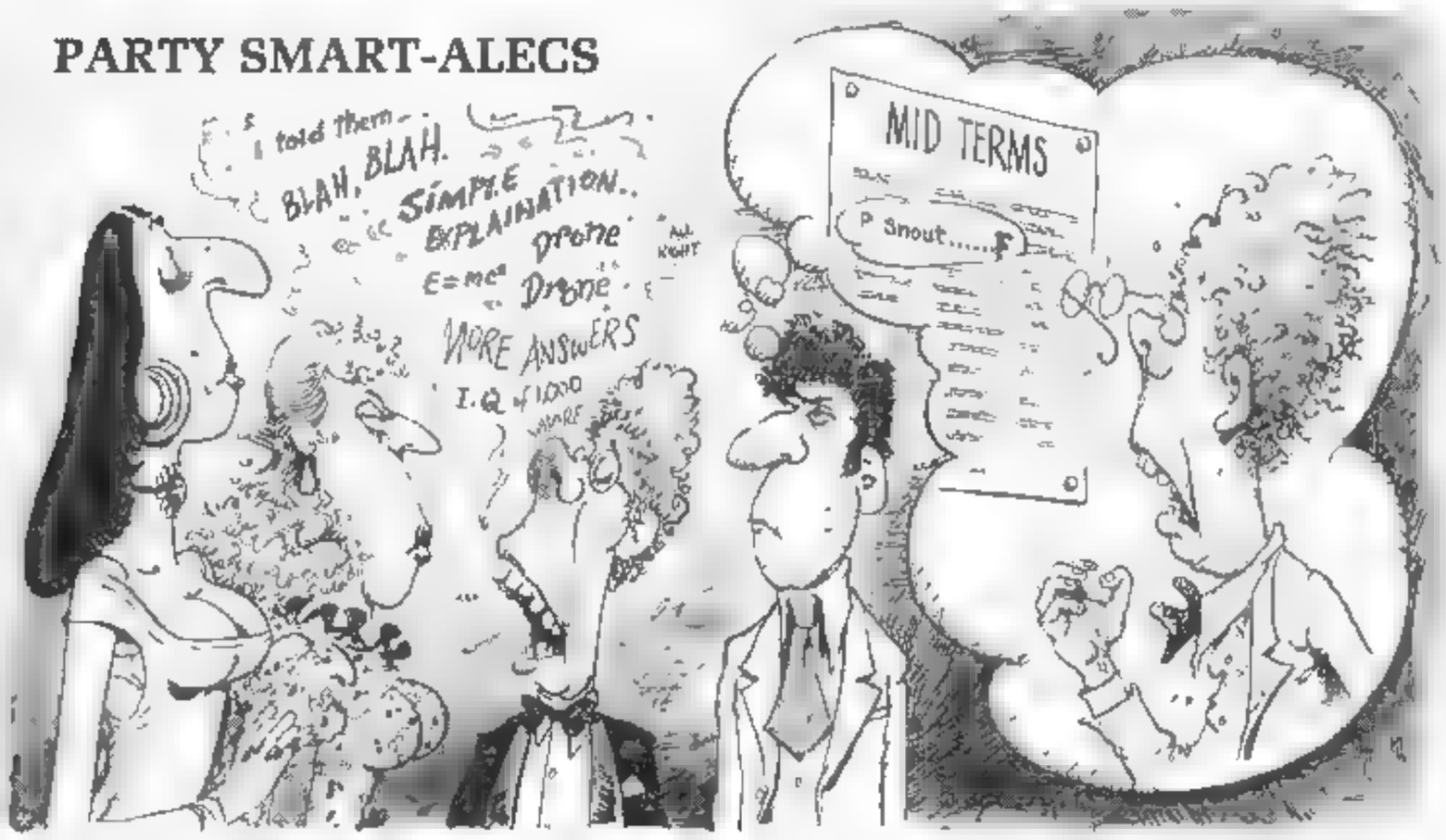
WISHFUL

NOISE MAKERS

TELEPHONE BOOTH HOGS

ARTIST· HARRY NORTH

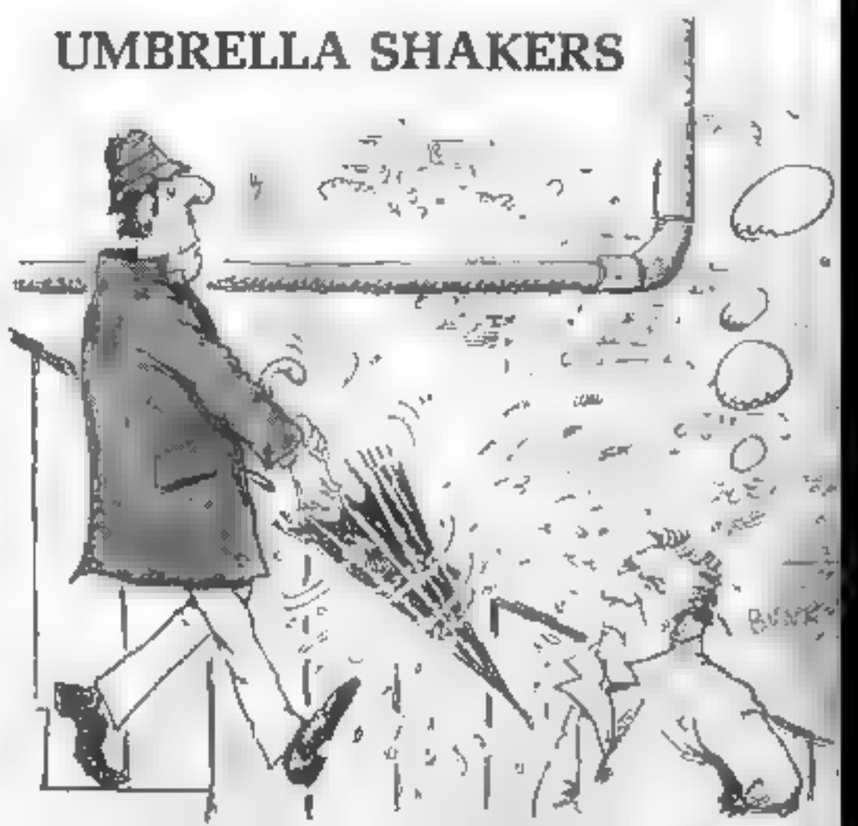
PARTY SMART-ALECS



NOSE-IN-THE-AIR SNOBS

SMOKE POLLUTERS

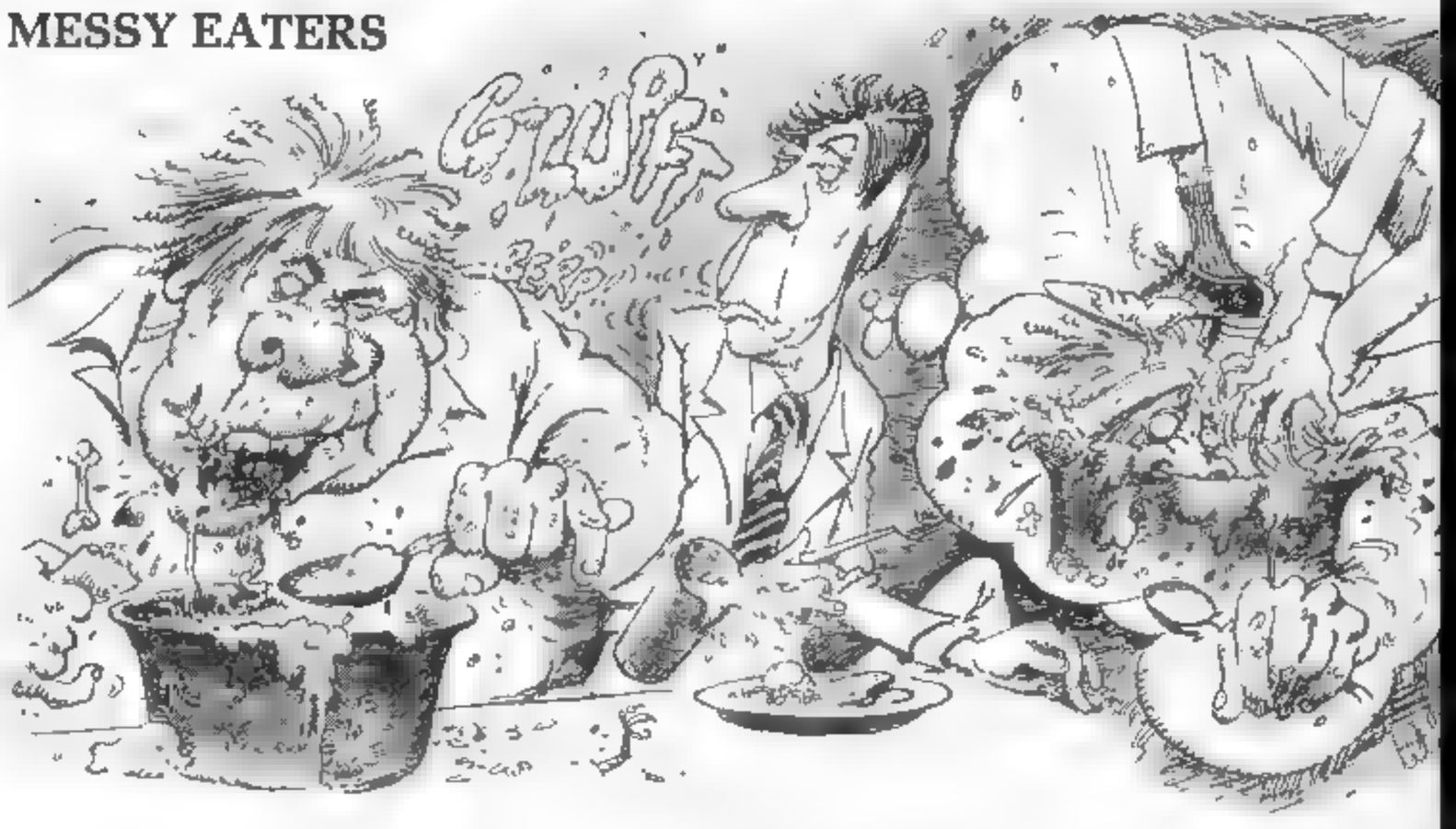
UMBRELLA SHAKERS



THINKING

WRITER. PAUL PETER PORGES

MESSY EATERS

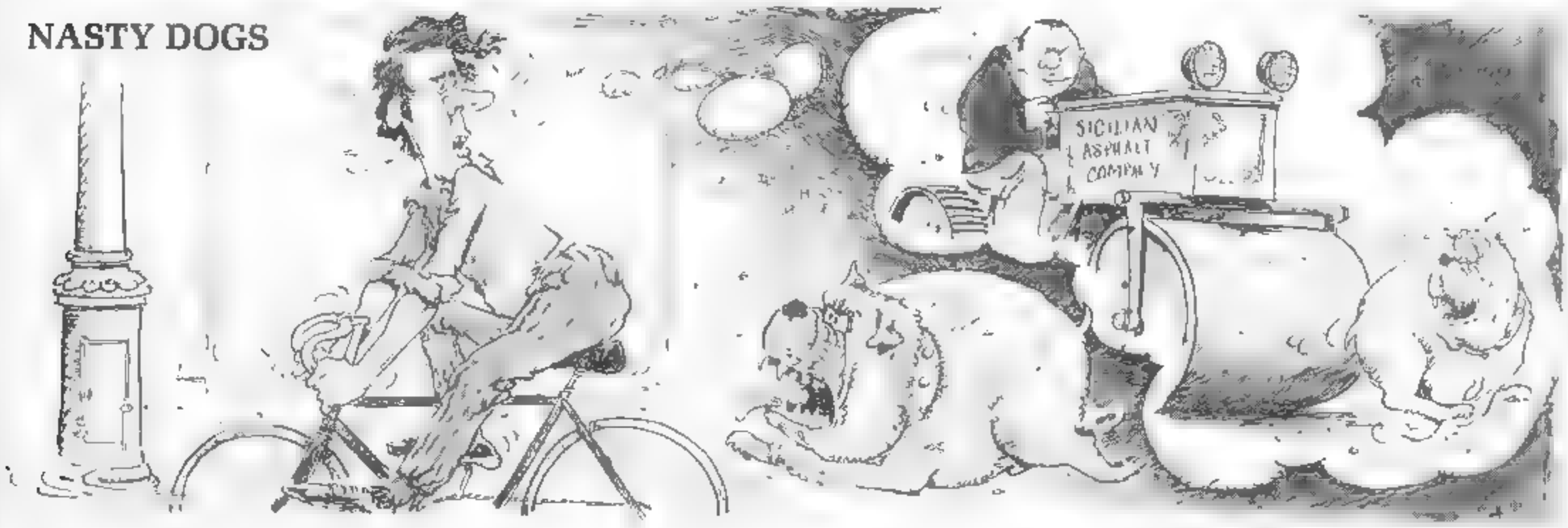


SLOBBERING AUNTS

PARK MASHERS

CENTERLINE DRIVERS

NASTY DOGS



MOTORCYCLE BULLIES

SMELLY ROOM MATES

ONE INSANE AFTERNOON ON INTERSTATE 80

RIGHTS TO WRONGS DEPT.

Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

BOTTLE-NECKED KETCHUP BOTTLE

A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO
A SECRET DIVISION OF THE HEINTZ KETCHUP CO.

PATENT #26789345

A "91-DAY"/"366-DAY" COMPUTER CHIP

Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED DESTRUCTION CO
SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY!

PATENT #34777890

AN APPLIANCE "SECRET RESET" BUTTON

An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many $25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF
NDEPENDENT TV & APPLIANCE REPAIRMEN INC

PATENT #37889321

A ONE-TIME-USE PACKING CARTON

An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be repacked. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME USE CARTON CORPORATION INC
SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY!

across some strange patents that are secretly held by even stranger people and corporations. We'll show you exactly what he found with this MAD collection of

PATENTS... AND THE PATENTS' HOLDERS

WRITER· DICK DE BARTOLO

PATENT #28459034

A PRE-STRESSED SHOPPING BAG

A shopping bag designed and manufactured in three "break strengths." Supermarket baggers can soon become familiar with which bag to use with which groceries. Construction of bag insures that shopper will be off the premises when bag breaks and glass goods shatter when they hit ground.

PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N
ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC.

PATENT #31589037

AN AUTOMATIC SOCK-LOSING DRYER

A coin-operated commercial dryer, such as those used in laundromats and apartment laundry rooms. Automatically loses one sock out of every four pairs placed inside. If more than four pairs are dried, electronic sensor easily separates and loses two socks—from two different pairs.

PATENT HELD BY APEX COIN OPERATED DRYERS INC.
A DIVISION OF AMALGAMATED SOCK MANUFACTURERS

PATENT #40400034

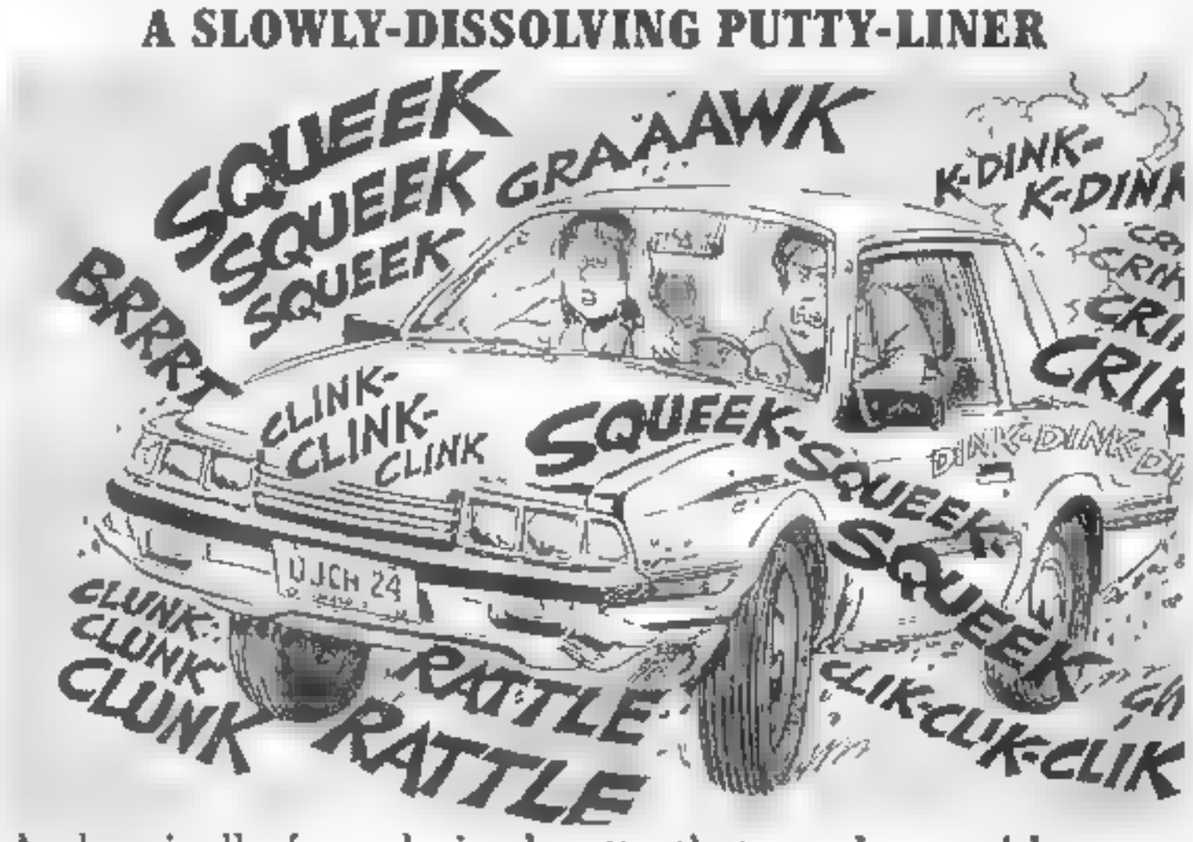
AN ERRATIC-BEHAVING SODA MACHINE

A specially designed soda vending machine that guarantees the customer will not get what he pays for 30 percent of the time. But malfunctions are so "random", he will never catch on. Includes dispensing of: just soda—no cup, just cup—no soda, no syrup—plain carbonated water, no carbonated water—just syrup, no ice—just soda, no soda—just ice, half a cup of soda or ice, etc. 28 variations in all.

PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.
(SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY)

PATENT #42349876

A SLOWLY-DISSOLVING PUTTY-LINER



A chemically formularized putty that can be used by auto manufacturers in and around doors, bumpers, grills—just about any place two metal surfaces touch. Putty slowly evaporates as car ages, causing squeaks, rattles and other irritating noises which brings customers back to the auto dealer for expensive repairs, or better yet, a new model.

PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.
(LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS)

As you tear down the road of life in your everlasting pursuit of happiness, what would you say is the most difficult goal to achieve? Finding the right girl, huh? Wrong!! There's one thing tougher than finding the right girl, and that's getting

Marcy, we've been going together for six months now, and it doesn't seem to be working out! So I thought that maybe it—
Don't tell me you want to break off with me ?!
Well as a matter of fact, that's—
I TOLD you not to tell me that!!
THE FLASH
Just like that, you want to destroy everything we've been trying to build up?! You want to tear down the very foundation of our relationship, and wreck all our dreams?!
For God's sake, all we did was go out, have a few beers and maybe fool around a little! I didn't think we were putting up a CONDOMINIUM!!

CURING A SPLITTING HEADACHE DEPT.

MAD'S HEL BREAKING

That's what could happen to you unless you know how to handle things properly! Which brings us to the main reason we're running this dumb article. Mainly—your life could be saved if you merely follow...

ARTIST: JACK RICKARD

THE SITUATION:

You meet another girl who's more interesting, and you want to break off with the old one...

THE

Okay, Suzy, out with it! I know there's something you've been wanting to tell me for a long time!
Ron, what are you talking about?!?
I can read you like a book! For weeks, you've been saying to yourself, "Hey I've got so much going for me, why am I wasting my time on a schmuck like him?"
I think you're a "schmuck"?!?
See...?!! You said it again!!
Just because you're beautiful and witty and intelligent, and I'm not very bright and a bit insensitive and not even fit to APPROACH the ground you walk upon, you think I'm a schmuck?!?
Listen to me, Ron! I never

rid of her! It's not as simple as it seems! F'rinstance, let's assume you're no longer interested in the girl you're going with, and you want to break it off. Here's what could happen if you commit the unpardonable sin of telling the truth:

Not too long ago, I was the only girl for you, remember? Now, you tell me I no longer exist! As far as you're concerned, I'm zero, zilch, nothing, zip! You're all alone in this room, right?
Marcy you're crazy!
YOU'RE talking to yourself and I'M crazy?!
BONK!
THE FLASH

NOW, after all these months, you want to break up?! Y know something? As much as you hate me, I hate you even more! In fact, I've ALWAYS hated you!
Okay! Okay!! You made your point! Forget what I said!!
Good! Now let's get married!
THE FLASH

PFUL HINTS ON UP WITH A GIRL

WRITER LARRY SIEGEL

WAY TO HANDLE IT:

Make the old girl think that *she's* breaking off with *you!*

I just can't believe it's ALL OVER! No... I WON'T believe it's ALL OVER until I hear the words from your own mouth!
It's ALL OVER?!?
I STILL don't believe it!!
TECH HIGH

THE SITUATION: You expected a little fun and a few laughs, but now the relationship is getting too serious... THE

Steve, we've been dating for over a year now... and I really think it's time for us to start talking about the future!
What's to talk about!?! Let's get MARRIED!!
A YEAR or two!?! Let's get married RIGHT AWAY!!
Oh, Darling, that's what I've dreamed you'd say! We'll get engaged, and maybe in a year or two—
You mean TODAY?
I mean RIGHT NOW!!
Are you CRAZY? We're in High School!
We'll cut "Trig"! I've got my Cosines down cold!
We don't have jobs —money— a place to LIVE!
Look, Nancy, when two people love each other, things work out! Oh, I realize I'm young, but I know everything there is to know about life!

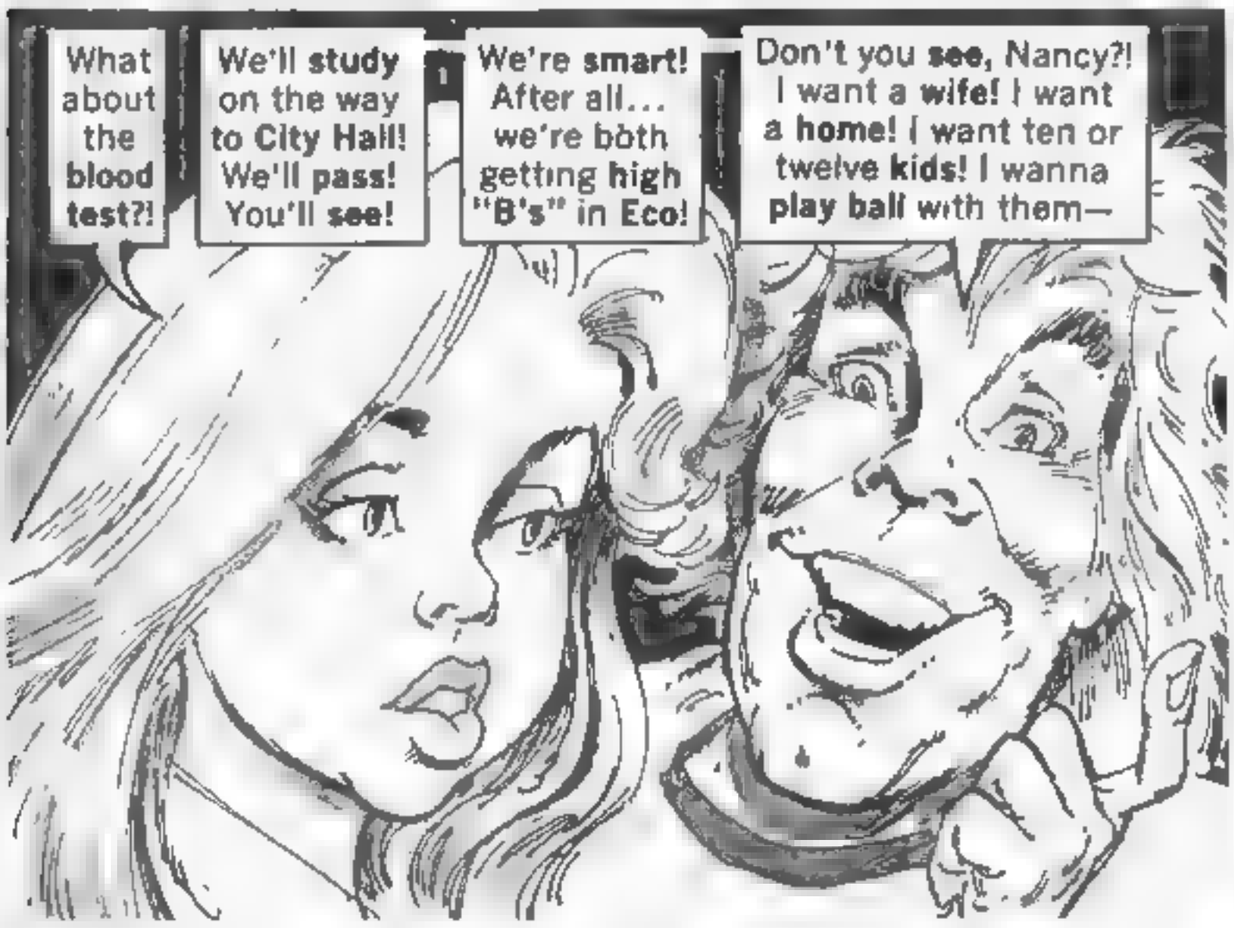
THE SITUATION: She's getting much too possessive, and it's time now to turn out the lights on the whole thing... THE

Okay, Jeremy, here's our schedule for the weekend: Friday night we're having dinner with my parents! Saturday we're going to the football game! Saturday night, it's a movie! Sunday afternoon, we're going to—
Hold it right there, Lisa!! What about Sunday morning?!
Huh ? Sunday morning?!
If you think I'm gonna spend three hours away from you, you're crazy!
I appreciate that, Jeremy, but I MUST study for my History exam!
Oh, God, a whole morning alone without you! What'll I do with myself?! Maybe I can sit at your feet and turn the pages for you while you study! I'll be quiet!

THE SITUATION: Your relationship has about as much fizz as an open bottle of Dr. Pepper and you want out... THE

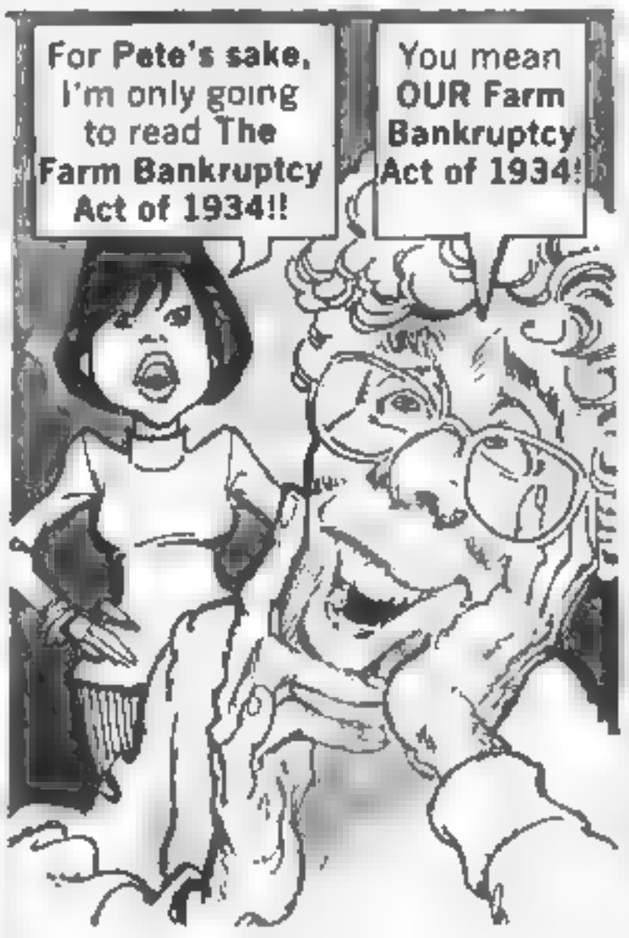
Okay, Donna— where IS he?!
Are you crazy? Where is WHO?
Don't play games with me! You know damn well! who! I bet he heard me in the hall... and left through the WINDOW!!
There it is! The BED of SIN!
Bed of SIN? I was just changing the SHEETS!
After what you DID on them, I don't blame you!
Rick, you silly jealous fool! There's nobody else! You believe that, don't you?! Come on... say you believe it!!
Well..
Now let's kiss and make up!

WAY TO HANDLE IT: Scare the hell out of her!


What about the blood test?!
We'll study on the way to City Hall! We'll pass! You'll see!
We're smart! After all... we're both getting high "B's" in Eco!
Don't you see, Nancy?! I want a wife! I want a home! I want ten or twelve kids! I wanna play ball with them—

WAY TO HANDLE IT: Give her a taste of her own medicine!

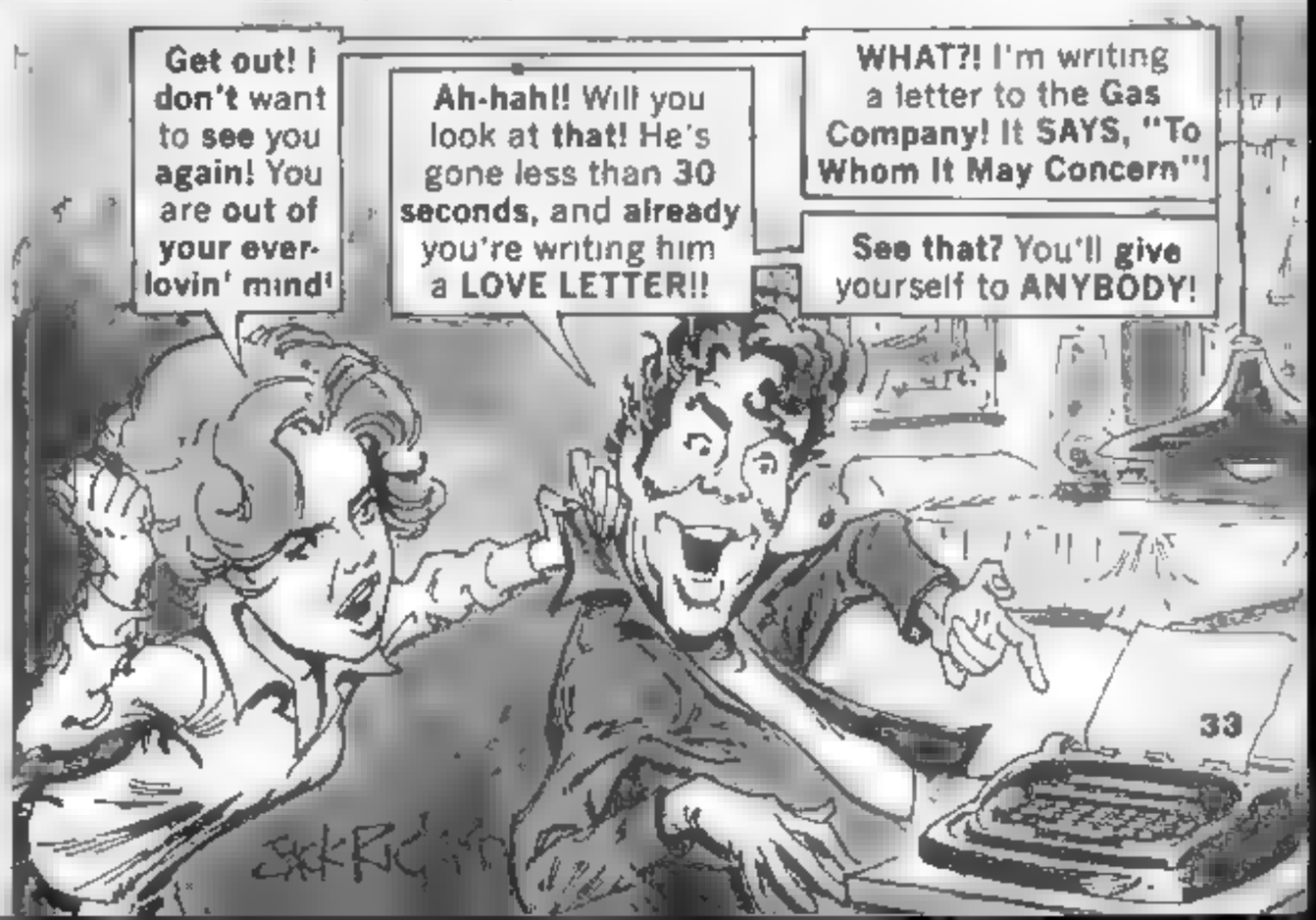
Look, Jeremy, you're being rather silly—
Silly? Because I can't be apart from you? Because I worship and adore you?! Because the food you eat is OUR food, and the air you breathe is OUR air?!



Lisa...? Open the door! Are you all right?
Can't I help...? I'll tear off our toilet paper! I'll turn on our water! I'll lather our soap!
Jeremy! I'm in the bathroom!! Leave me alone!
Go home! Don't come back! I'm throwing up... YAAAKKKK!!
Listen, Darling! OUR puke!

WAY TO HANDLE IT: Drive her bananas with your jealousy!

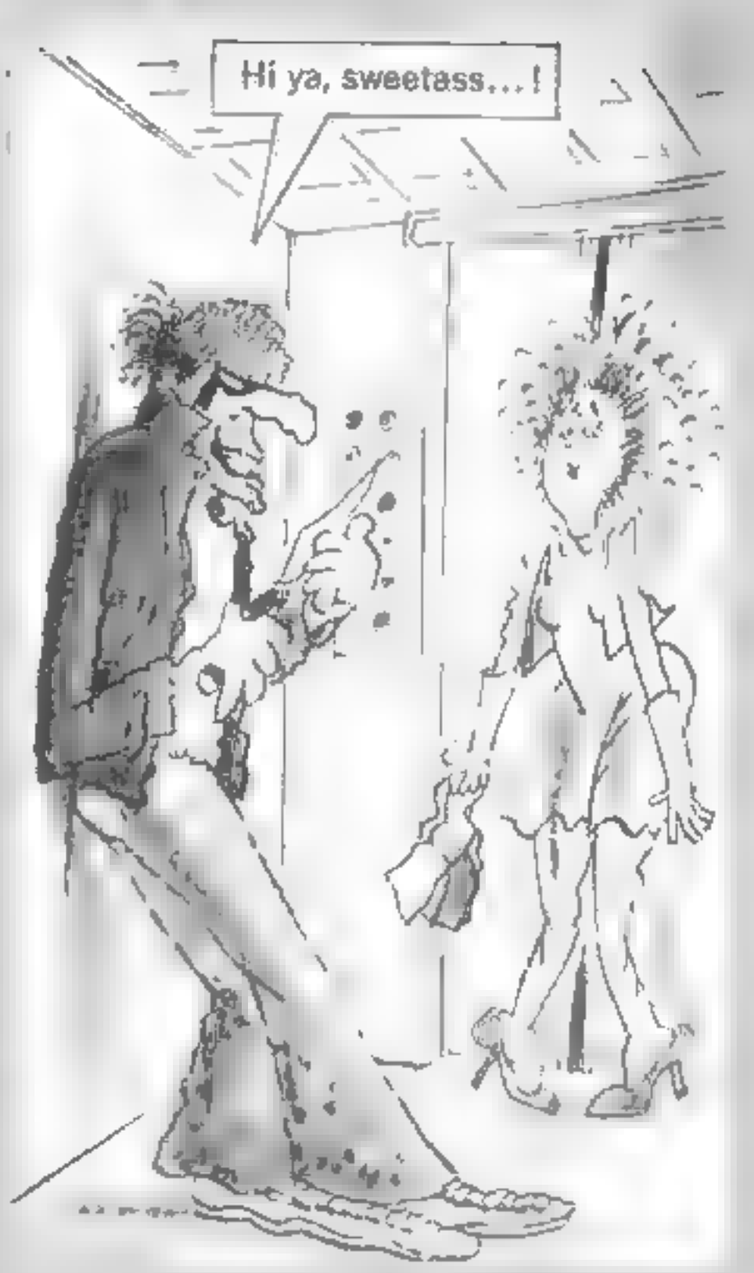
Okay...! You're NOT fooling around! And there's nobody else! Now, just answer me one little question!
What is it, Darling?
How come you've got LIPSTICK on your COLLAR?!?
It's MY LIPSTICK, idiot! I'm a GIRL ... remember?!?
A LIKELY STORY!! Where IS he?? I'll KILL him! I'll MURDER him!!


Get out! I don't want to see you again! You are out of your ever-lovin' mind!
Ah-hah!! Will you look at that! He's gone less than 30 seconds, and already you're writing him a LOVE LETTER!!
WHAT?! I'm writing a letter to the Gas Company! It SAYS, "To Whom It May Concern"!
See that? You'll give yourself to ANYBODY!

OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

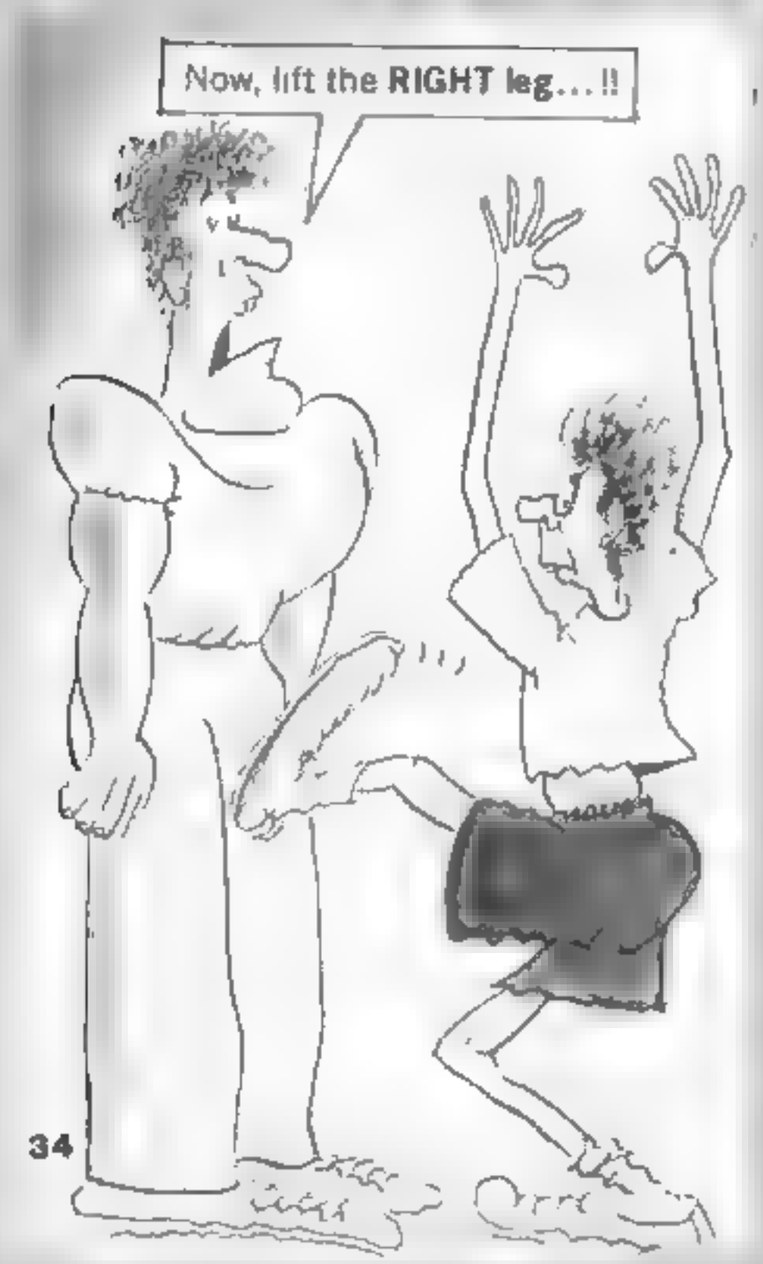
WE WON'T MISS TH

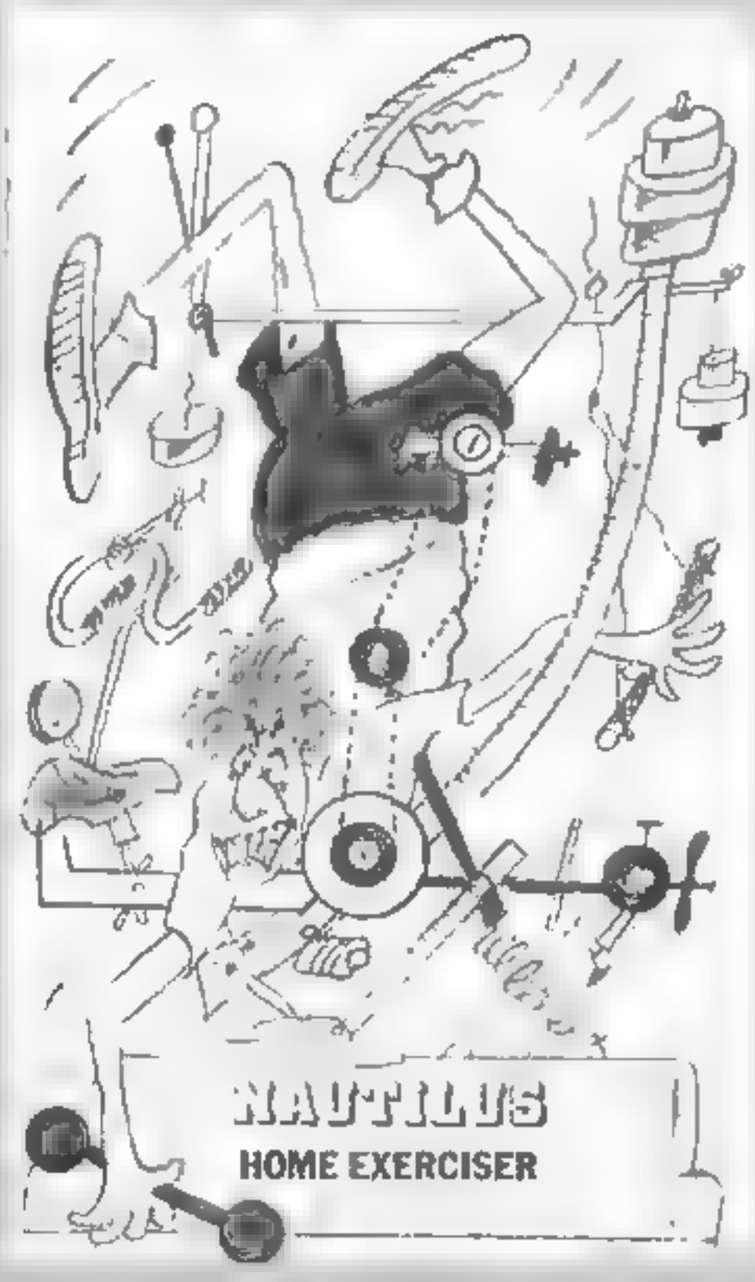
WE WON'T MISS THOSE ELEVATOR OPERATORS...OR WILL WE?!?



WE WON'T MISS THOSE BANK TELLERS

WE WON'T MISS THOSE GYM INSTRUCTORS...OR WILL WE?!?





WE WON'T MISS THOSE SALESLADIES

EM...OR WILL WE?!?

WRITER AND ARTIST PAUL PETER PORGES

...OR WILL WE?!?

CA-SH-O-MATIC

YOUR CODE NUMBER IS INCORRECT—

YOUR CARD IS BE-ING DESTROYED—

CRUNCH

WE WON'T MISS THOSE SWITCHBOARD OPERATORS ...OR WILL WE?!?

Three-nine-four-eight. ! **Hold on,** please! Three-nine-four-eight... ! **Hold,** please! Hi, Ethel, I'm **back!**

Hi! This is frax snt wmpleveep! We're sorry beer rotzaph home bite oww, but fiff goo leep nyor maim and number at the beep, veeble vetz glack to you— grrrrrrr snig blaxxxxxxx vort **BEEP!**

WE WON'T MISS THOSE

...OR WILL WE?!?

Thank you for calling **The Catalogue Shopper!** Our **"Return-For-Credit" Department** is located in **Santa Bacokta, Honduras!** This is a recording...

I'VE PAID

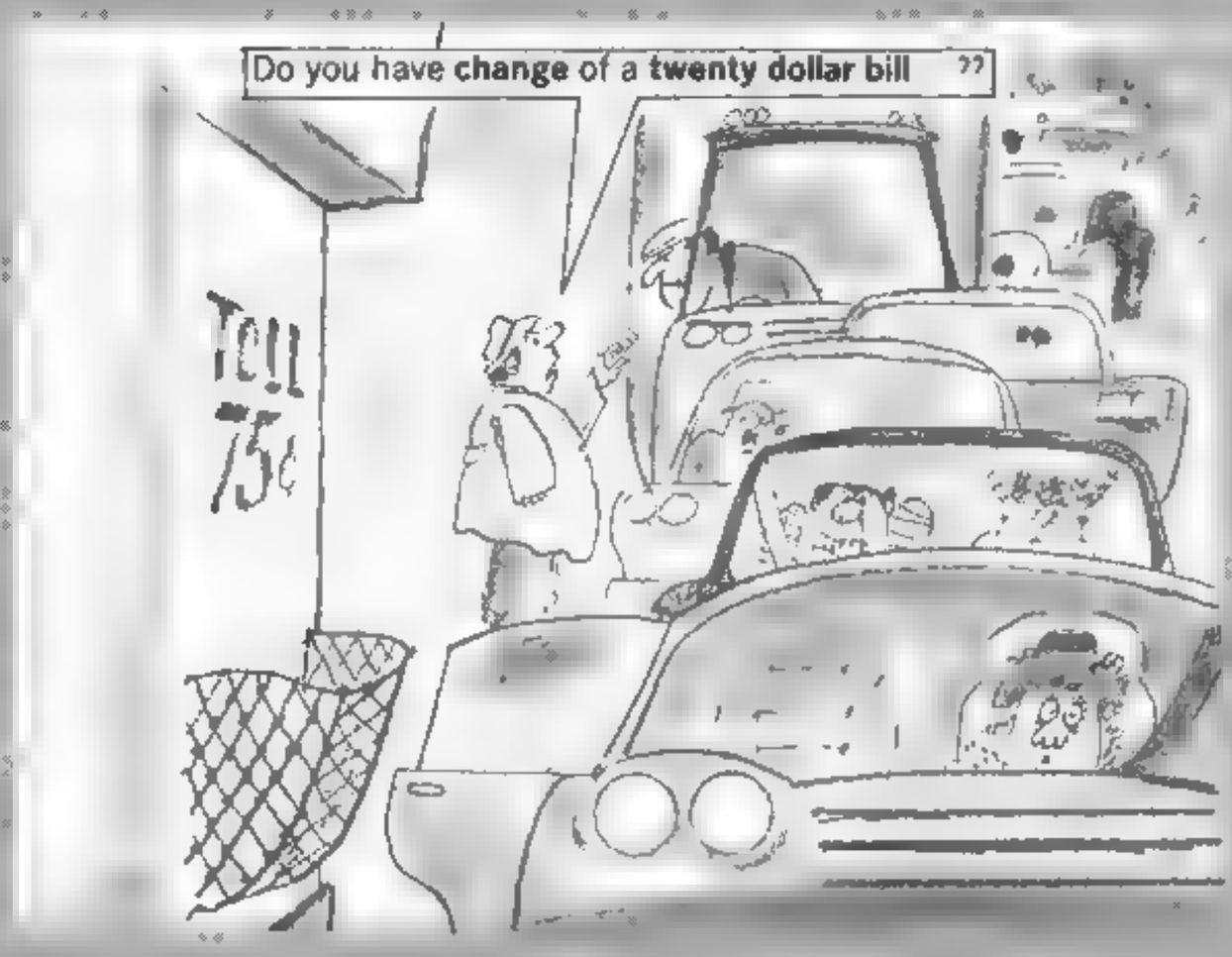
SHOE SHINE BOYS ...OR WILL WE?!?

Your **shoes** are **done!**

So are my **socks!**

WE WON'T MISS THOSE **HEADWAITERS**...OR WILL WE?!?

WE WON'T MISS THOSE **TOLL COLLECTORS**...OR WILL WE?!?



WE WON'T MISS THOSE **GAS STATION ATTENDANTS**...OR WILL WE?!?

MARQUEE DE SADE DEPT.

You probably think it's just a coincidence that every movie theater or drive-in you attend seems to be equally uncomfortable, poorly equipped and generally arranged to cheat you out of your last cent by one means or another. Well, we've discovered it's more than mere chance that turns every evening at the movies into a fight for survival. A secret catalogue has come into our hands which proves that we're routinely being subjected to systematic sadism and swindling by the theater operators who all buy their torture and pillage equipment from the same shady supply house. And so, in order to expose this devious operation, here is:

MONETARILY GREEDY MERCHANDISERS, INC.
LEO THE LYIN. EXHIBITOR
"SYMBOLIZING YOUR HATRED OF THE PUBLIC SINCE 1934"
P.R.E.S.E.N.T.S
THE 1984 M.G.M.
MOVIE THEATER OWNERS
SUPPLY CATALOGUE
NOW PLAYING
"INVASION OF THE BOOKWORMS"
YOU'LL SCREAM!
YOU'LL RETCH!
YOU'LL ROLL ON THE FLOOR!
NO ONE WILL BE SEATED DURING THE LAST TEN MINUTES
BROUGHT TO YOU BY MGM'S 3-D GLASSES WITH ATTACHED EARMUFFS
12 DOZ PAIRS
NEW FROM MGM! HEATABLE COLORED WATER THAT LOOKS LIKE SOUP
ANOTHER MGM HIT! MOVIEGOERS' SURVIVAL GUIDE
THIS M.G.M. PRODUCTION IS RELEASED TO MOTION PICTURE EXHIBITORS ONLY
Absolutely No Orders Accepted From Movie-Goers Or Other Exploited Patsies

ARTIST: BOB CLARKE WRITER: TOM KOCH

MISLEADING MARQUEE SIGNS let you imply that big stars and hit movies are playing at your theater, without your actually saying so. Copyrighted wording has been approved by our unethical lawyers to let you legally show any clinker you choose while luring crowds with lavish but meaningless statements out front

84556—"JOHN TRAVOLTA IS BETTER THAN EVER" SIGN $13.50
84557—"DON'T MISS ROBERT REDFORD'S LATEST" SIGN..... $13.50

BOTTLED POPCORN SMELL can be easily pumped through theater air conditioning system to create big bucks for you by creating desperate hunger pangs among your patrons. Clever device operates all day on only a few pennies worth of electricity and a few teaspoons of melted butter. Also great in summertime for drowning out normal hot weather body smells of your raunchy customers

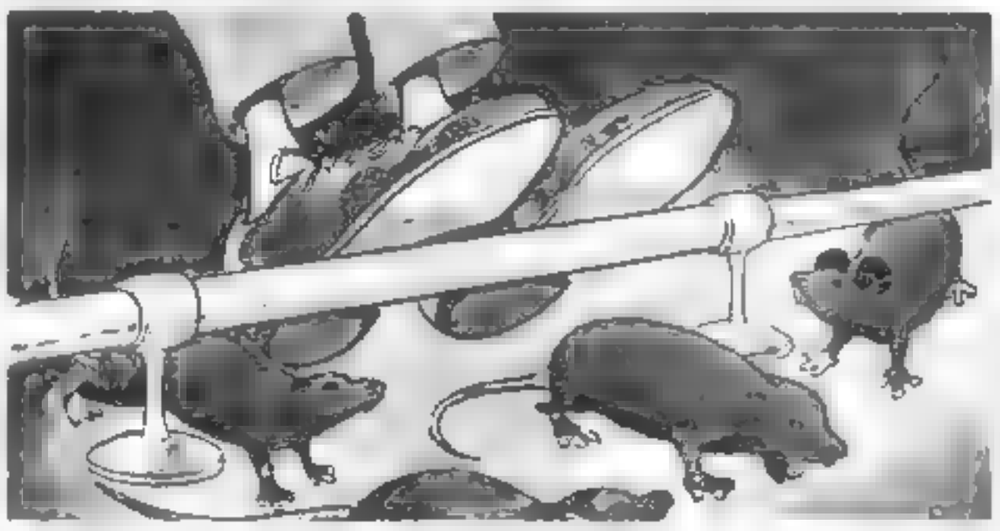
87769—PHONY POPCORN SMELL DISPENSER $79.95
87770—PHONY POPCORN FOR USE IN DISPENSER $2.50

ALL-PURPOSE SEXY LOBBY POSTERS There is no law stating that scantily clad girls pictured out front must also appear in the movie that's playing inside. Use this legal loophole to let a bevy of cuties promote those awful "boy-and-his dog" films you're often forced to exhibit. Same poster works for all occasions until fans of dirty movies in your area finally wise up

74492—X-RATED POSTERS FOR G-RATED MOVIES...$7.95 EACH

PREVIEWS OF NON-COMING ATTRACTIONS. Why drive customers away with scenes from the awful movie you really plan to show next week when more people would come if they thought you were screening a blockbuster? These film clips from big hits will lure hundreds who are too dumb to notice that you always avoid lawsuits by running a "Programs Subject To Change Without Notice" notice at the end, which no one will notice

87035—ULTRA-SNEAKY SNEAK PREVIEWS..... $35 EACH
87036—"PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE" NOTICE.... $75



ELEVATED FOOT REST keeps the Health Dept. out of your hair by keeping mice off your customers' feet. Lovely simulated brass railing stands a full six inches high to allow ample clearance for even the largest rodents to scamper around undetected. Let a few dollars wisely invested now prevent a costly shutdown for pest control work later on

17996—"ANIMAL HOUSE" FOOT RAILING. $19.50 PER YARD

SALTY, SPICY "HOT DOG" SAUSAGES boost refreshment stand sales by making double-size cold drinks an urgent necessity for your agonized customers. Deceptive sausages look like harmless American hot dogs, but are actually a pure salt pork and chili pepper combination made by diabolical Haitian sausage stuffers. Enjoy watching victims beg for your costliest cola to put out the fire

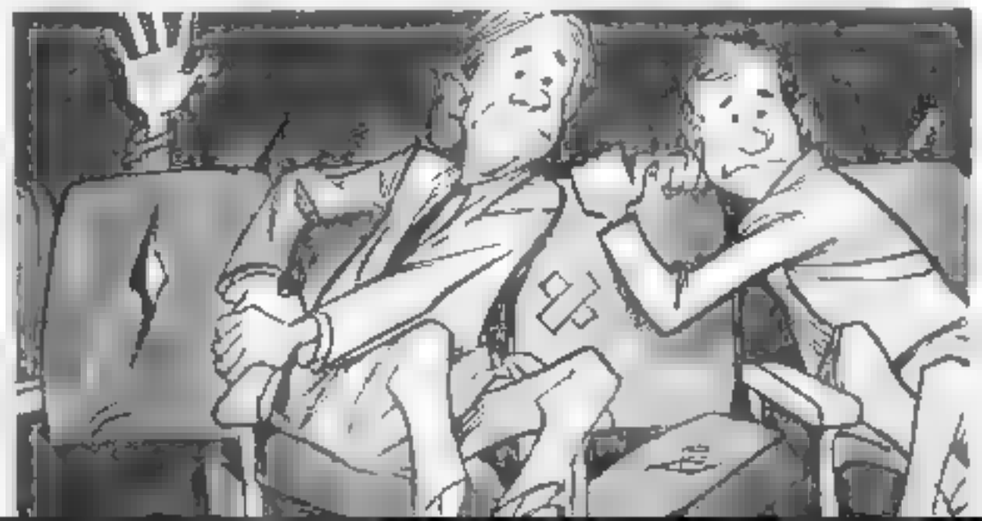
50577—"TONSIL TOASTER" BRAND SAUSAGES .....$4.89 LB.

ELECTRONIC GAMES provide lobby diversion for patrons who tire of watching the crummy movies you exhibit. Even better for you, whistles and sirens on these game machines prevent those who enjoy crummy movies from hearing the dialogue, thus driving them into the lobby to pour their money into still more game machines. Order several and watch their popularity multiply

60791—BLEEPITY-BLEEPING ELECTRONIC GAMES.....$695

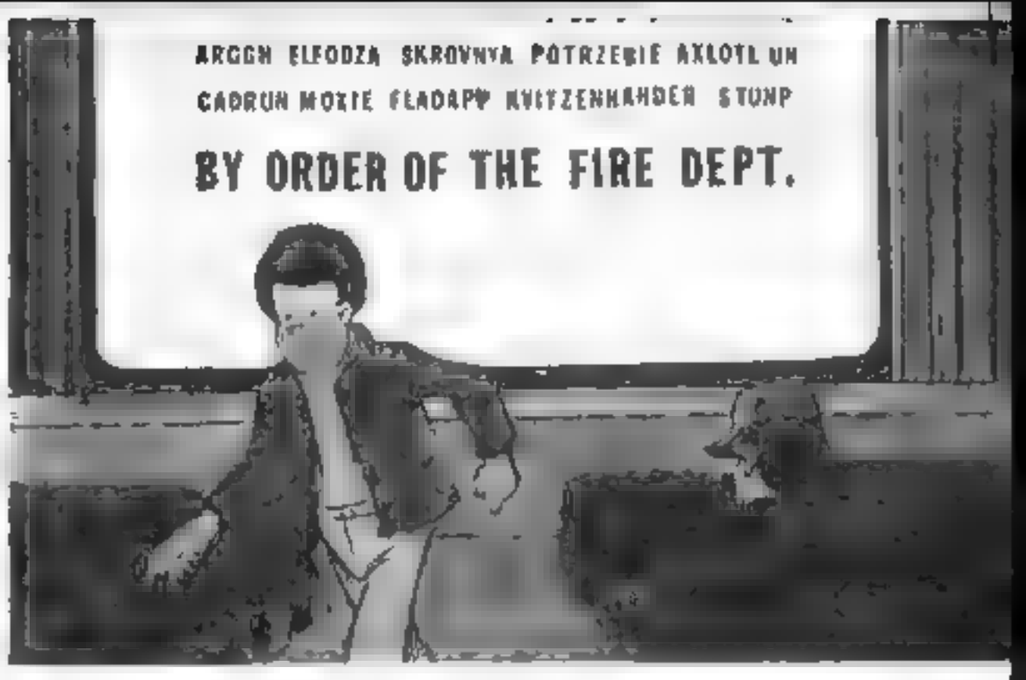
BOOST PROFITS WITH BROKEN SEATS! These rump busting dandies end all danger of patrons getting comfy enough to sit through two shows for the price of one while others wait outside. Each seat has missing bolts or broken springs to guarantee quick departure, often before the picture has even begun. Individually broken by experienced vandals for your satisfaction

51433—"TAIL TORTURE" BRAND SEATS ..... $16 EACH



DRIVE CUSTOMERS TO YOUR REFRESHMENT COUNTER before the feature begins with wordy, boring slides announcing fire ordinances, theater behavior rules, refreshment stand offerings, etc.

44382—"$500 FINE FOR SMOKING" ANNOUNCEMENT. . . $9.88
44383—"JAIL TERM FOR DISTURBING OTHERS" ANNOUNCEMENT. . . $9.88
44384—"BUY POPCORN OR ELSE" ANNOUNCEMENT. . . $9.95



DRY CLEANERS OFTEN PAY REWARD MONEY to enterprising refreshment stand operators who serve drinks in leaky paper cups. Faulty wax coating causes these cups to start dribbling only seconds after being filled while horrified patrons watch their best clothes become hideously spotted with soft drink stains. Talk to a cleaner in your area about bribing you to use these defective disaster creators.

53847—FACTORY REJECT DRIBBLE CUPS. . . . . $9.95 PER 1,000

ANCIENT CANDY BARS were recently discovered by our buyers in rusty vending machines left behind on South Pacific islands after World War II. Ingredients have nearly turned to stone, which explains why we are able to offer them at bargain prices. Still, they'll be eagerly sought in theater lobbies where long double features drive starving film buffs to desperation.

HORRIBLE HERSHEYS . . . . . $12 GROSS
BARFY BUTTERFINGERS. . . . . $12 GROSS
MOSSY MILKY WAYS. . . . . $6 HALF-GROSS

DON'T COUNT ON RANDOM THREADS getting into your projector to make maddening squiggles jump across the screen. Louse up features the way big time exhibitors do with a second film that superimposes squiggles over any normal movie. Each reel provides ten minutes of thread lines jumping around in an insane pattern guaranteed to make patrons flee without demanding money back.

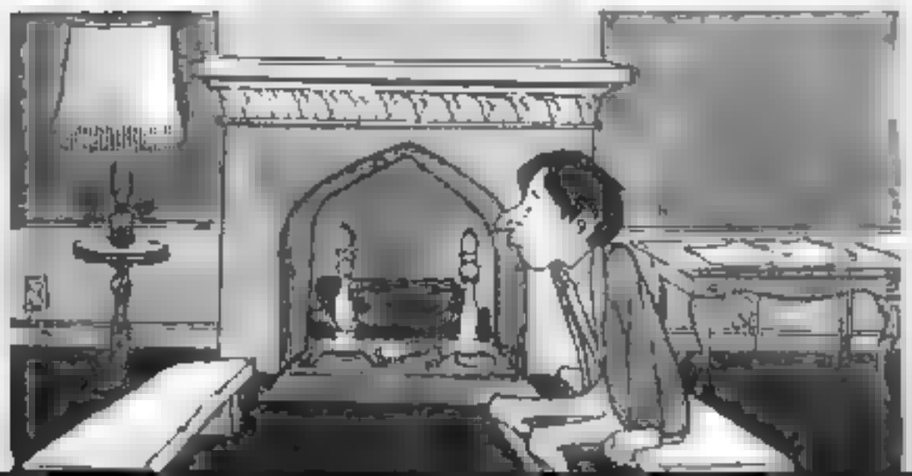
20298—WIGGLY SQUIGGLE MOVIE FILM . . . . $37.50 PER REEL

PHONY DRINKING FOUNTAIN does nothing but spritz compressed air into the faces of thirsty patrons. Lavishly designed in multi-colored plastic, yet it costs far less than real fountains that require expensive pipes for connection to a water supply. Watch your beverage sales zoom when you replace your present fountain with one of these throat parchers.

66281—FOOLER COOLER FOUNTAIN $79.95
66282—"PERPETUALLY OUT OF ORDER" SIGN FOR ABOVE $1.49

BOTTLED FLOOR GOOK can pay off handsomely for you when you spread this sticky stuff around so your customers' soles stick to your theater floor. Talk to the shoemaker in your area about bribing you to use this slop, which forces patrons to prematurely wear out their soles and heels on the pavement outside your doors trying to scrape off the yechy goo.

20774—SOLE OF THE MATTER THEATER FLOOR GOOK. . . . . $5.95 PER GAL.

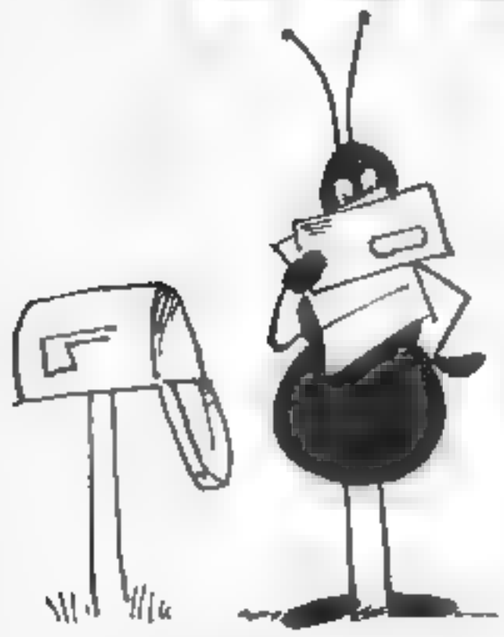


UNDESIRABLE FURNISHINGS prevent teen-agers and other weirdos from loafing around in your lounge after they've already seen the picture. Complete set of gosh awful stuff includes one fake fireplace, two cold, hard marble benches, one depressing lamp and one library table equipped with three ragged copies of the May, 1964, issue of "Field and Stream."

31180—"DREADFUL DECOR" LOUNGE FURNISHINGS . $679 PER SET

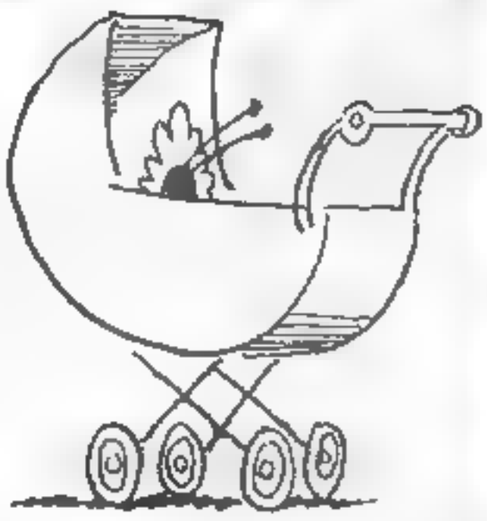
ANT-TICS DEPT.

A MAD LOOK AT AN

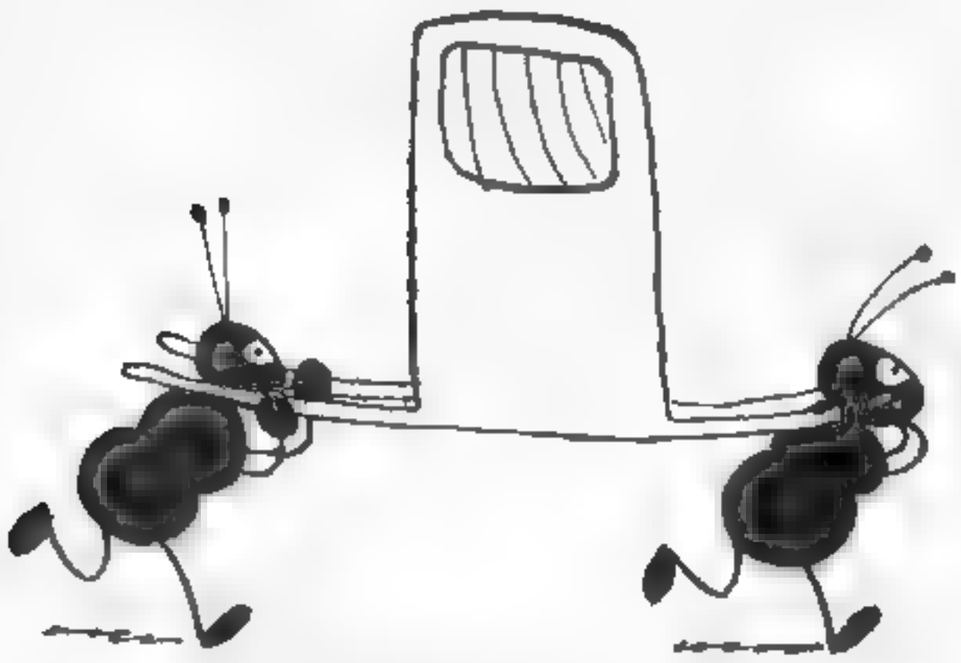


OCCUP-ANT

FLAMBOY-ANT

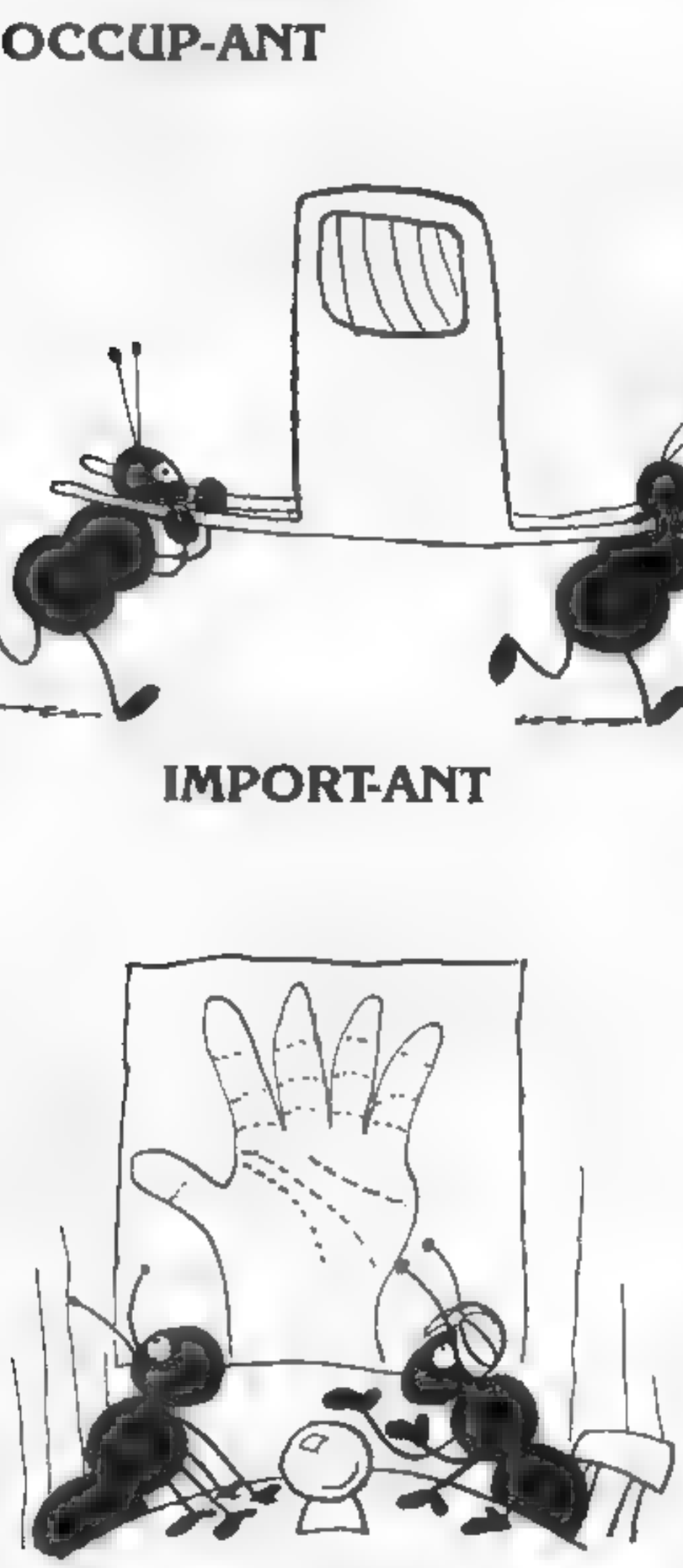


INF-ANT



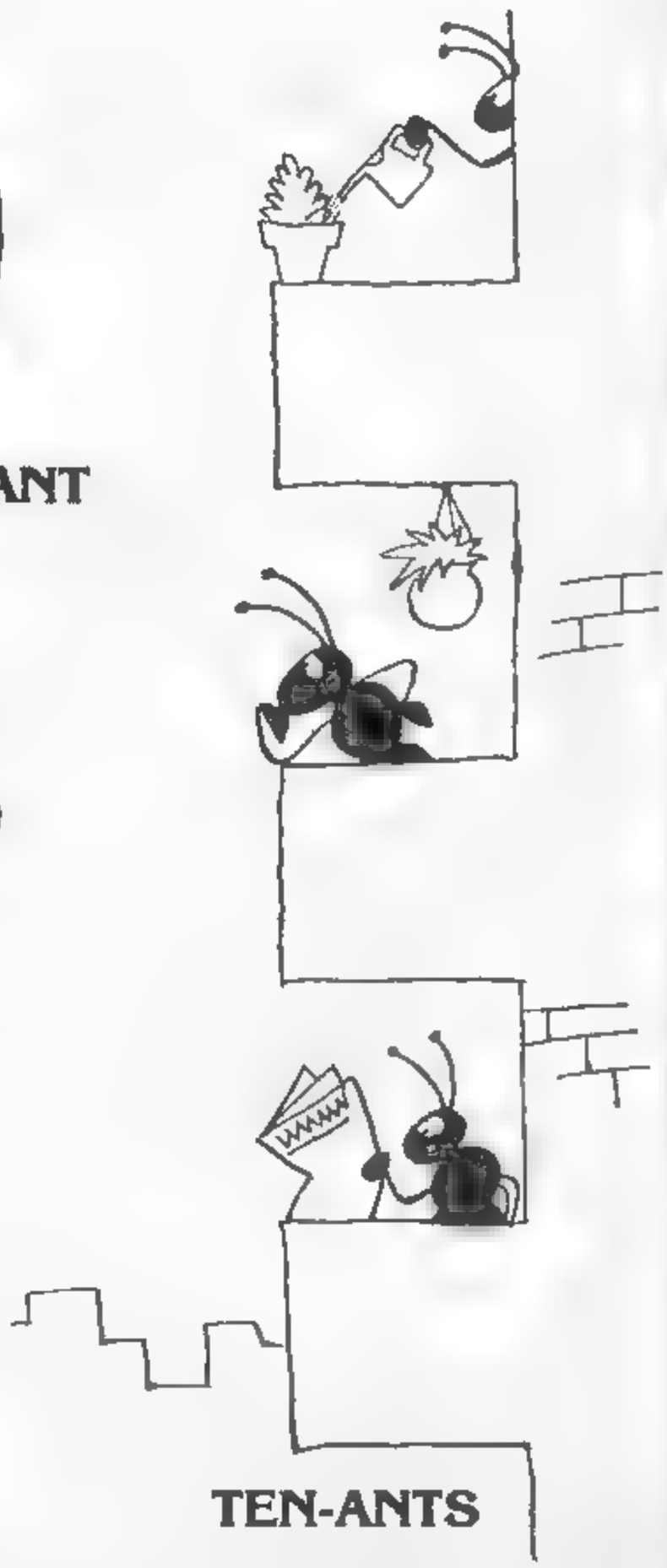
IMPORT-ANT

CORRESPOND-ANT



CLAIRVOY-ANT

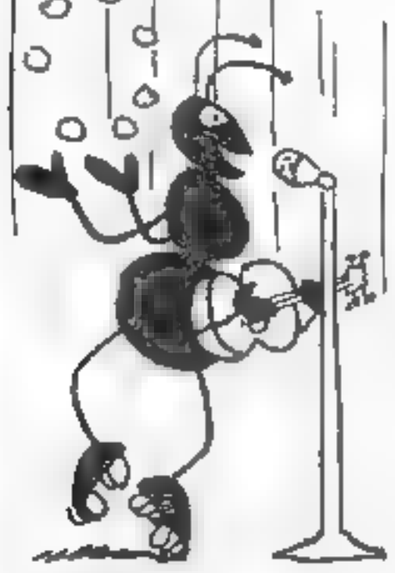
VAGR-ANT



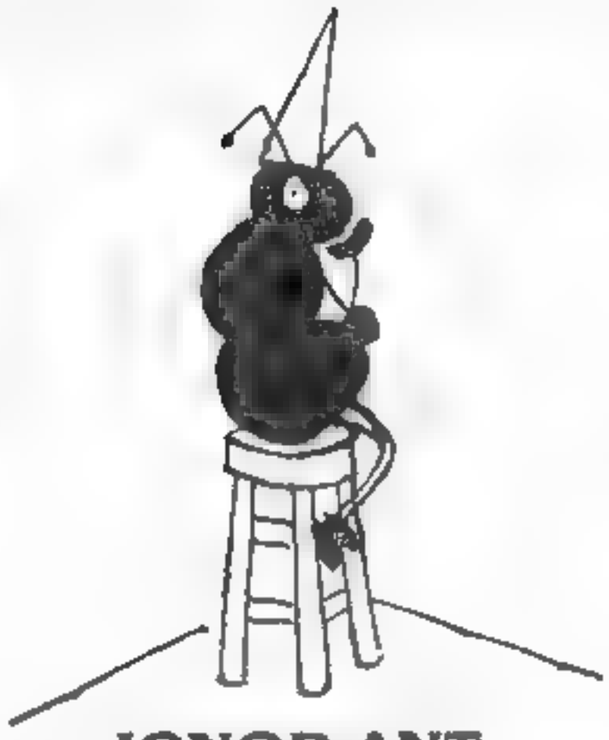
TEN-ANTS

ARTIST AND WRITER: BILL JOHNSON

TS GONG SHOW

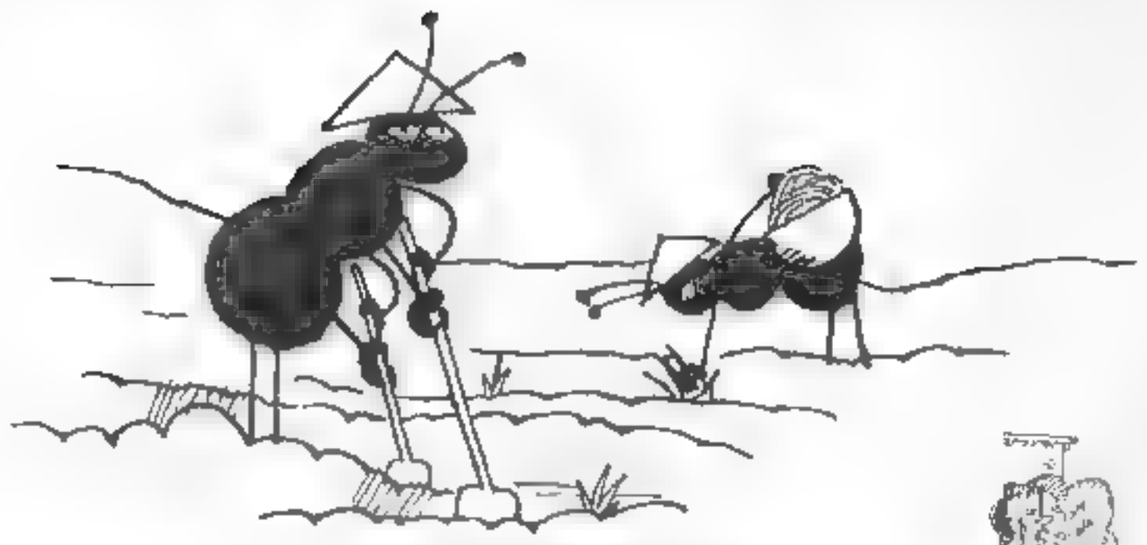


CONTEST-ANT

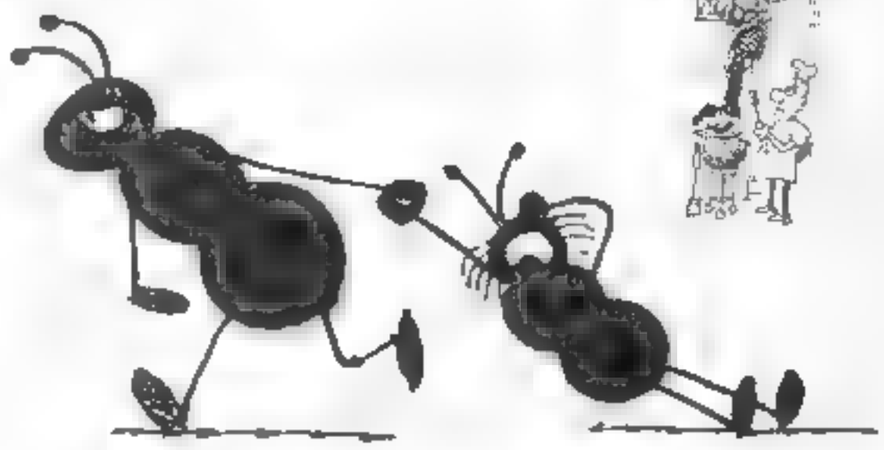


IGNOR-ANT

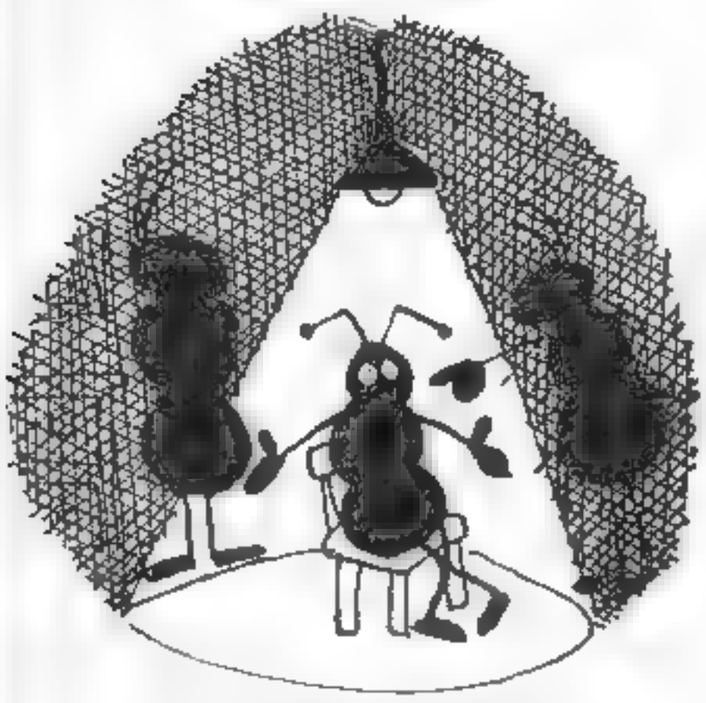
DETERR-ANT



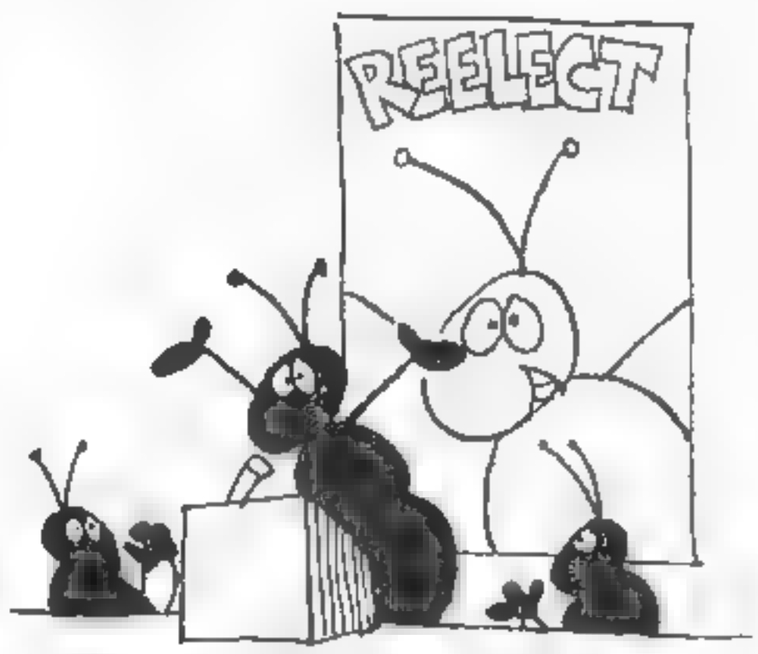
PEAS-ANTS



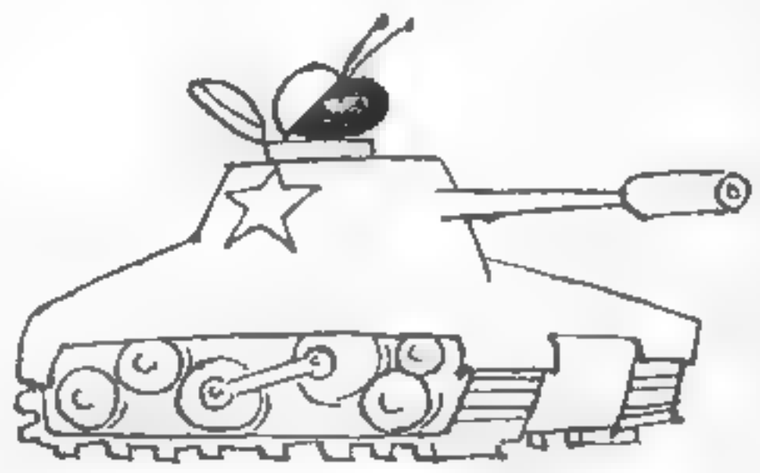
RELUCT-ANT



INFORM-ANT

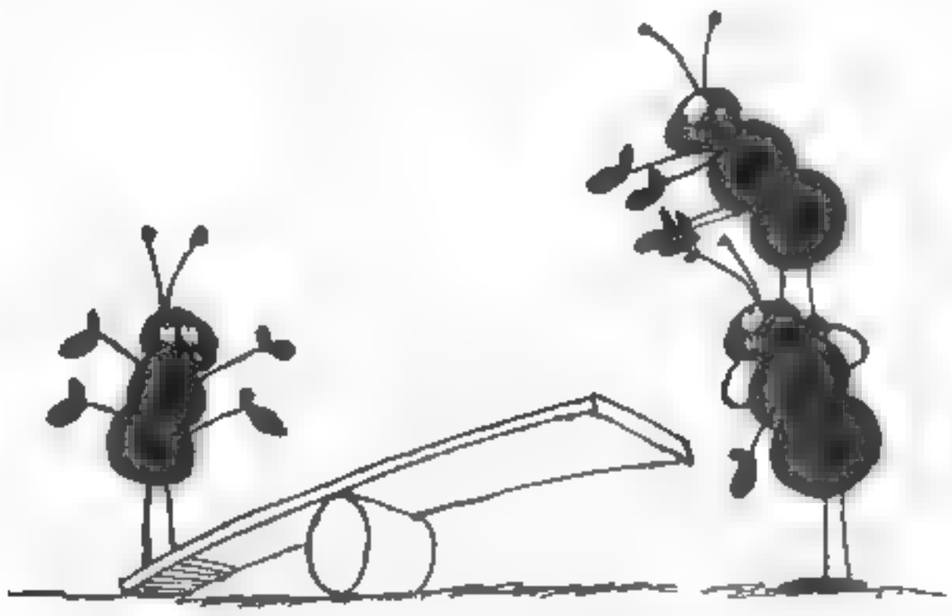


INCUMB-ANT

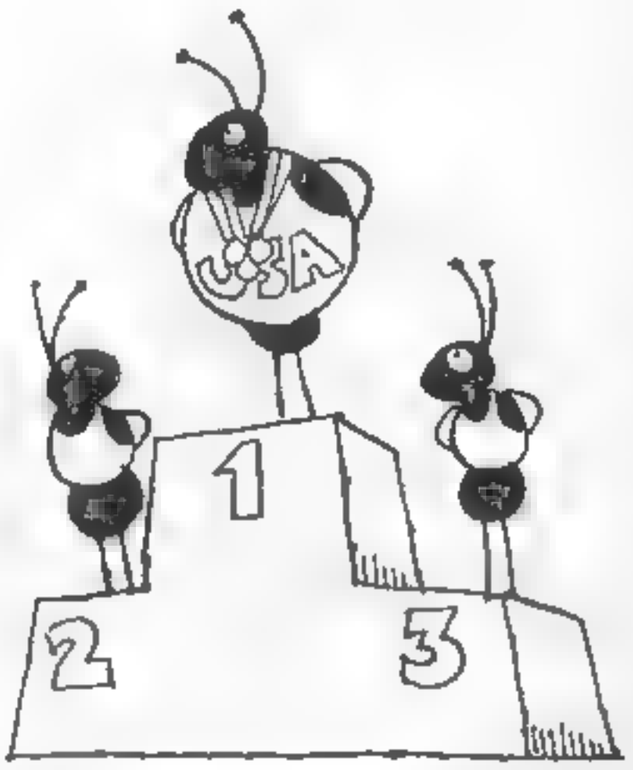


MILIT-ANT

DISSID-ANT



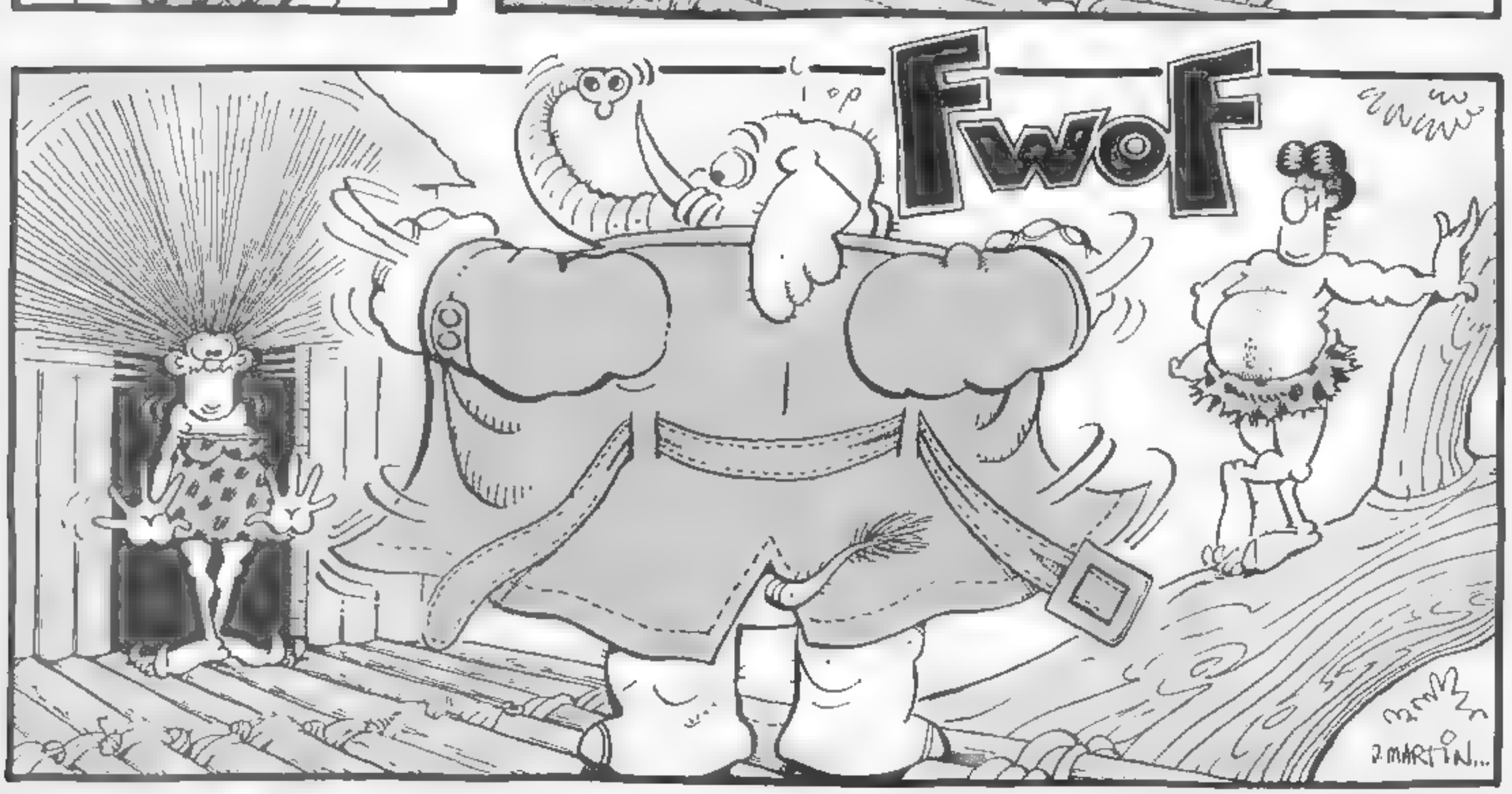
FLIPP-ANT



TRIUMPH-ANT

DON MARTIN DEPT. PART III

ONE RIDICULOUS EVENING IN THE JUNGLE



INN-SIPID TV DEPARTMENT

A few years ago, Bob Newhart played the part of a bumbling husband with a sensible wife and some dopey friends. But you can't stand still in the TV Sitcom business! So Bob made a dramatic career change. Now, he's a bumbling husband with a sensible wife and some *new* dopey friends. In a mind-blowing change of format, one of the mildest, most ineffective psychologists in Chicago has now become one of the mildest, most ineffective innkeepers in Vermont! Yes, it's a new series! But it's a...

Not-So-New-Hart

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN

Good evening! My wife and I are touring the Inns of Vermont!
We come to the Sapview Inn! I'm your Innkeeper, Duck Looton!
We're looking for something "quaint" and "old fashioned"!
Then you'll feel right at home here... with the Inn AND my comedy style!!
This area of the county is quite historical! Many famous people have slept here!
Oh? Did George Washington ever sleep here?
No! But I understand that Paul Revere's Riding Instructor once dozed off here!
What do you do for entertainment here?
Usually people come down to the dining room and watch my "range of expressions"!
Your expressions?
I do "warmth"! I do "bemused"! I do a great "perplexed"! And I do an incredible "confused phumphering"!
THAT's the entertainment...?!?
Hey look!! I promised you historical not hysterical!
HOCKEY PUCK
DING LING
DIAL A ROUTINE
INN
OUT
Well, I'm not sure! What are your rates?
What's the difference.?
Some of our guests pay $40.00 a night! Some pay $50.00!
For $50.00, you get to listen to one of my "funny phone calls"!
Uh... let's go, Dear!
THIS WAY OUT
Well you've done it again, Duck! You've managed to chase another guest away!!
I can't understand it, Joyanna! Our food is good! Our rates are reasonable! And there isn't one other Inn in the area that offers our style of Bed and Board...!
Gee somebody misspelled "BED AND BOARD"!
That's not misspelled, Duck! Have you ever LISTENED to yourself drone on?!?
SAPVIEW INN
BED AND BORED

Well, I've got a **pretty full schedule** today... a **million things to do!** I might as well zip right off and **do** them...!

First... I'll **change** my **cardigan**...!

FOR SWEATER OR WORSE

Now... I'll **sharpen** a few **pencils**...!

ETHAN AND MARTY ALLEN

POINTLESS TASK

Now... I'll **stack** my **paper** in that **warm, funny way** I have...!

JOHN AND EDIE ADAMS

PAPER CHASE

Duck... you'd better **hurry things along** if we're going to have **everything solved** by the **last two minutes of this episode**...!

I'm **just setting** my **own casual SITCOM PACE**... that's all!

A slow, casual pace is **one** thing! But **you've** perfected a **whole new TV Art Form!!** It's called **"VIDEO COMATOSE"!!**

I guess I **COULD** use a shot of **caffeine!** Better brew me a **big pot of coffee,** Emily. !!

Duck! You called me **"EMILY"!** Your **first TV wife** was Emily! **I'm Joyanna!**

Gosh I'm **sorry,** Joyanna! I **know** that's a **sensitive area** for you !

Look it's **only natural!** You spent **six prosperous seasons** with **another wife!** She was **good for you!** You were **good together!** But **now,** you've got **me! I** just want to do for you what **she** did for you !

Okay just **keep pouring me coffee** ...and **feeding me straight lines!!**

ALEXANDER AND MARGARET HAMILTON

Duck... can I **talk** to you?

I have no time for your **silliness,** Gorge! I'm on a **roll!**

So I noticed! You've typed **three words in a row!!** For a **Professional Writer,** you sure a n't very **productive!** You average about **one paragraph** every **eight episodes!**

Okay so I'm **slow!!** But I **still** think I've got a **NOVEL** in me !!

At the rate **you're** go-ing, I don't even think you've got a **PAMPHLET** in you...!!

I **can't** figure out **WHY** I'm **typing** so **SLOW!!**

I can! It s probably that **"18th Century 'Kerosene' Typewriter"** you're using!

What happened to my **old "electric"!?** What am I doing with a **"kerosene" typewriter,** anyway . ?!

You **WANTED** everything in the Inn to be **"quaint"** —so I **gave** you **"quaint"!**

Now **what is** it you wanted to **talk** to me about?

Well, I'm having a **problem** with those **kitchen repairs!** I must've got some **WIRES CROSSED!!**

What kind of wires?

I accidentally hooked up the electrical connection from the **kitchen stove** to the **bathroom water pump!**

What does **that** mean?

Let me put it **this** way ! You've got the **only OVEN** in **Vermont** that **FLUSHES itself clean!**

BETSY AND BARNEY ROSS

BUTTON DOWN MIND

MONKEY WEATHER

Gorge Nutley, you're the **silliest,** most **inept Caretaker** in **all** of **Vermont!** I ask you to **fix the oven** you **can't do it!** I ask you to **repair the boiler** you **can't do it!** I don't know why I **keep** you here!!

Because you need a **PRO** to throw you a **straight line** and I can do **that!!**

Okay! **Stick around** for a while.. !

In the **meantime,** why don't you **do something "New England-ish...?**

Like **WHAT...??**

Like go out and gather the **sap** from a **tree!!**

Here he is... QUIRK, the **sappy, wacky next-door neighbor...!!**

I gotta tell you, being **here** with **THIS** group **doesn't COMPARE** in **excitement** to where I just spent the weekend!

Where was that...??

In **Montpelier!!** For the **"Cheese Whiz Festival"!**

Quirk, **what** in heck are you **doing?**

I'm rubbing **mayonnaise** in my hair!

You're rubbing **mayonnaise** in your hair?

Uh-huh...!

Why are you rubbing **mayonnaise** in your hair ??

Because I'm **silly!** That's what I **do!** Why are **you** always **repeating** things?

Because **that's** what **I** do ..!!

Terrific! Just as long as we **know** our **respective ROLES** on this show!!

MAYO CLINIC STAFF

I **dusted** the **porcelain** and **polished** the **pewter,** Ma'am!

Did you **clean** the **crock pots** and **bake** us a **mince pie?**

No, but I **preserved** some **jams** and some **jellies,** and **lit** all the **kerosene lamps!**

I **don't get it!** Where's the **humor** in that exchange of dialogue?

There **isn't any!** But we figure if we **can't** be **funny,** at least we can be **"colonial"!**

Loosely I think I'm **falling in LOVE** with you...!

Forget it, Quirk ! I'm **really not interested!!**

But I have this **thing** for **beautiful college girls** who go around **cleaning** and **dusting Country Inns!**

You **DO! Why??**

I'm **TURNED ON** by **stupidity!!**

Duck I've just been going over our **books!**

And ??

Our **Inn** is going **bankrupt!!**

Our **Inn** is going **BANKRUPT...?!?**

I just said that! Now is **NOT** the time to start **REPEATING yourself..!**

REPEATING myself ..?!

Joyanna, are you **sure** we have **no CASH FLOW!?!**

It's all here, Duck **See...?!?** We're **IN THE BROWN!**

Don't you mean **"IN THE RED"...?!**

We **can't afford** the **RED INK!** That's **MAPLE SYRUP!!**

I just **can't believe** we're **bankrupt!!**

Dear...we've **ONLY averaged ONE GUEST every FOUR WEEKS!!** And **that's** during the **peak tourist season!**

But don't we have any **other** source of income?!?

Only what **YOU** earn as a **FREE LANCE WRITER!!**

Good Lord...! We **really ARE** bankrupt!

We hear you guys are in **big trouble!**

Duck and Joyanna ...we've come to **help** you We want you to know that whatever **WE** have is **YOURS!**

That's **very generous** of you, Gorge What **do** you have ?

I've saved a sack of **nine**—maybe **ten Susan B. Anthony dollars!**

And I own **stock** in a chain of **Vermont Surfing Schools!** It's **yours!**

Look, we **don't want** your **money** and your **stock!** What we **need** to save the Inn is to make this place into a **really hot tourist attraction!**

Right!! We need a **tie-in** with some **historical figure** from the **American Revolution!!**

I've got **just the thing!!** How about if we hang **THIS** outside?!?

SAPVIEW INN
BENEDICT ARNOLD SLEPT HERE

Quirk we **can't do** that! Bened ct Arno d never **slept** here!

Okay! Then **how's THIS?**

No **I don't** think I want to attract the "**TREASON CROWD...!!**

SAPVIEW INN
BENEDICT ARNOLD BETRAYED HIS COUNTRY HERE

BEN AND BONNIE FRANKLIN

Then how about **these...??**

Yeah!! And if **these** catch on, you could also sell them as **bumper stickers** and **T-shirts!!**

SAPVIEW INN
BETSY ROSS DROPPED A STITCH HERE

SAPVIEW INN
THE MINUTE MEN CAME HERE FOR A QUICKIE

SAPVIEW INN
JOHN HANCOCK WAS INSURED HERE

SAPVIEW INN
THE GANG FROM THE BOSTON TEA PARTY CHECKED IN WITH THEIR BAGS HERE

Look let's **FORGET** the **historical angle?** It's just **NOT going to work!**

You're **right,** Duck. I've got **another** approach to attract tourists! **This** one is **SURE-FIRE!**

Listen...I'm not really sure **what** I want—

Trust me, Duck...! In **college, I majored** in "**Hotel Management**"! I **know** what I'm **doing!!**

Exactly **WHERE** did you **major** in Hotel Management!?

A little place near L.A called "**Xavier Hollander University**"!

SAPVIEW INN
Established 1774
THE ONLY X-RATED COLONIAL INN IN NEW ENGLAND
Featuring: Serving Wenches, X Rated Colonial Movies, Water Beds Filled With Tea (From Boston Harbor) Obscene Wake-Up Calls

Duck Looton as a result of your displaying an **obscene billboard,** you have **violated Section 211** of the **Vermont Morals Code!**

Therefore, we hereby charge you with the crime of "**Witchcraft**"!

Witchcraft?!?

Witchcraft is the **SECOND WORST** crime you can **commit** in this county

SECOND worst?!

The **WORST crime** is "**Repeating Yourself**"!

Repeating Myself?!?

You're gonna **BURN** Duck! **You're gonna BURN!!**

Your Honor, sure y **now,** in the **1980's** you **realize** that the **penalty** for **Witchcraft** seems, well, **a little out of line...?!?**

We're **not unreasonable people,** Mr Looton! Your **penalty** shall be **decided** in "**liberal**" **Vermont fashion** by **me** and our "**Citizens' Panel**" consisting of

FIREWOOD

Ezra Rutledge President of the "Flat Earth Society"!

Jonathan Crowley Chairman of the "Man Will Never Fly Club"!

...and Amanda Wiggins ...Secretary of the "Keep Calvin Coolidge's Philosophy Alive League"!

You're gonna BURN, Duck! You're gonna BURN... !!

Thanks for bailing me out, Gorge!

I KNEW those Susan B. Anthony dollars would come in handy someday! That's the only money those people understand !!

Honey Vermont is not for us! I've decided to give up the Inn.

But what will you do?

I don't know! I'm certainly not a whiz at Innkeeping or Writing! There must be SOMETHING that I'm good at !

Duck, I feel awful! I have such terrible guilt feelings about all the gags I've pulled on you !!

It's not your fault, Quirk! But perhaps you should "get in touch" with those feelings!

I gotta confess something, too! I haven't worked hard for you as a Caretaker because I... I fear success!!

Hmmm! Obviously, Gorge, you are using laziness and stupidity as "Defense Mechanisms"!!

You guys can't leave! You've been like a substitute Mother and Father to me! Actually, you've been BETTER than my own folks!!

Loosely, you had problems with your parents?

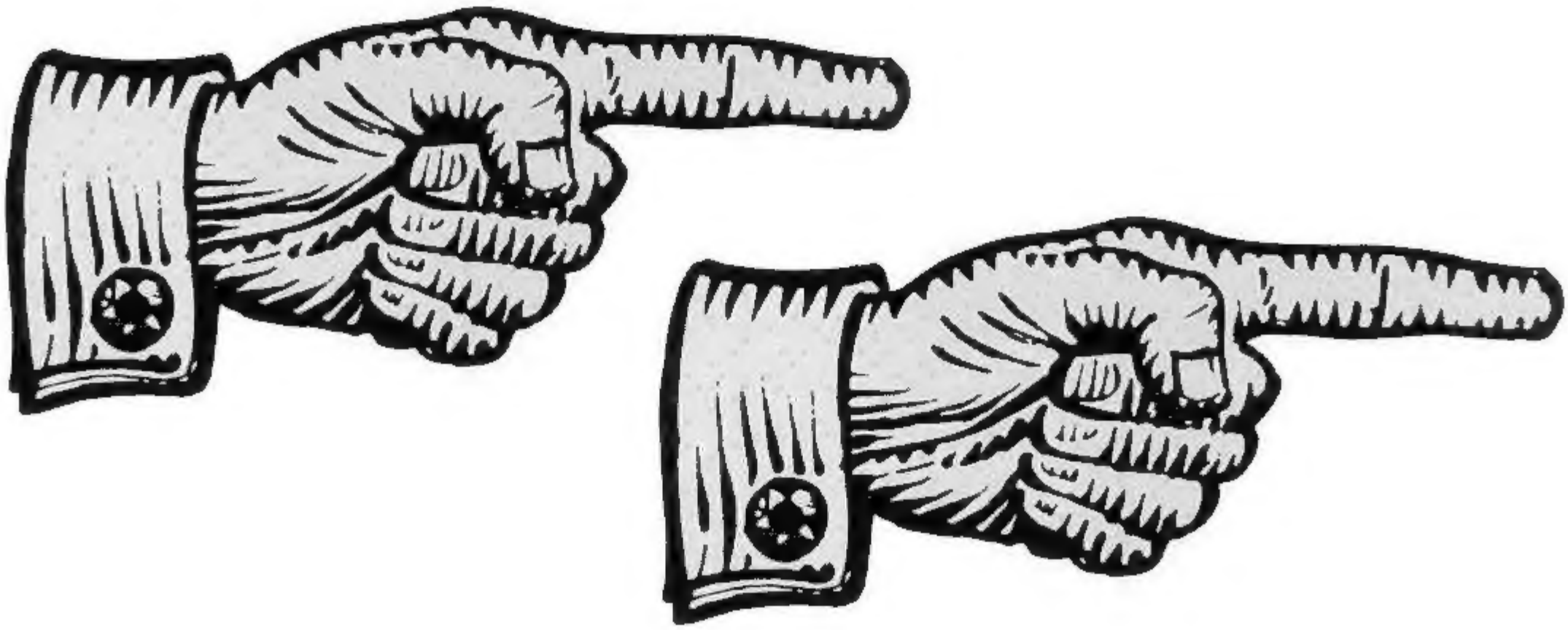
Yeah . . . sort of!!

You want to TALK about it?

Oh-oh! I think I know what he's going to do... !!

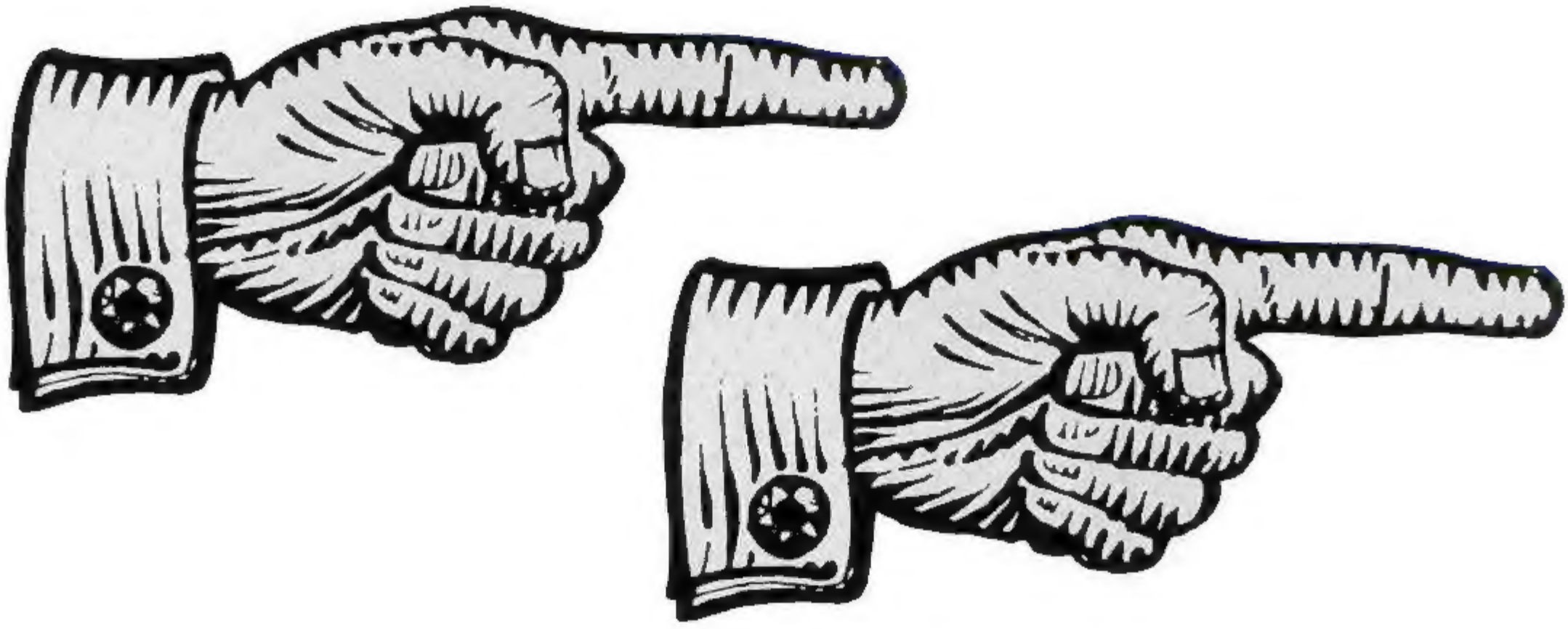
Emily ... wanna bring us a pot of coffee ...??

...and I think MY problems are just BEGINNING!!



Nothing to see here!

Please skip ahead.



WHAT DREADED ERUPTION WILL DEVASTATE MILLIONS IN 1984?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1984. To find out what it is, fold in the page.

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY ZAPPED BY A CRUEL FATE . . . AND THEY NEVER MAKE IT!

A› ‹B

WHAT DREADED ERUPTION WILL DEVASTATE MILLIONS IN 1984?

FOLD PAGE OVER LIKE THIS!

A▸|B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THE TEENAGE ZIT!

AMB

ARTIST: DON MARTIN WRITER: DON EDWING